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AMERICAN RADIO

SUMMER 1989 SUPPLEMENT

(Arbitron Rating Period: 22 June - 13 September)

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INTRODUCTION

I am pleased to present the fourth edition of American Radio - Summer 1989 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron surveys on a quarterly basis.

The "Summer Supplement" is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

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ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/721,000	Stations: 25/25	1988 Revenue: $20,000,000
	Diaries: 1062/679:1/51.9%	HH Inc.: $35,494
MSA Rank/Pop: 60/848,100	Sample Target: 1060	Retail $: 6.0 Bil
ADI # 50	% Below Line: 0.0	Pop per Station: 28,840
Average Person Ratings: 17.8	% Not Listed: 15.1	#1 Biller: WGY $3,800,000
Market TSL: 23.25 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGY	(MOR)	125/ 9.8	9.7	9.3	8.9	10.6	9.4	178/2566	1713/23.8	23.8	24.2	83				WGY
2. WROW-F	(EZ)	123/ 9.6	9.4	9.9	10.7	8.5	9.9	148/1640	1222/16.9	16.3	15.4	74				WROW-F
3. WFLY-F	(CHR)	120/ 9.4	7.1	8.6	7.6	7.4	8.2	145/2202	1787/24.8	21.0	19.9	78				WFLY-F
4. WPYX-F	(AOR)	106/ 8.3	10.2	8.9	10.6	11.7	9.5	167/2492	1598/22.2	23.6	24.8	120				WPYX-F
5. WGNA-AF	(C)	105/ 8.2	10.1	10.8	8.4	5.8	9.4	174/1913	1024/14.2	18.3	11.9	120				WGNA-AF
6. WKLI-F	(AC)	85/ 6.6	6.0	6.1	6.6	5.9	6.3	106/1251	1060/14.7	15.7	13.0	155				WKLI-F
7. WGY -F	(CHR)	57/ 4.5	4.8	4.0	5.0	4.9	4.6	92/2085	1379/19.1	19.0	17.3	84				WGY -F
8. WQBK	(N/T)	55/ 4.3	4.0	4.8	4.6	5.3	4.4	56/704	656/ 9.1	8.1	9.3	44				WQBK
9. WQBK-F	(AOR)	53/ 4.1	4.3	5.3	4.8	4.2	4.6	69/1057	878/12.2	12.9	10.4	117				WQBK-F
10. WTRY	(AC)	43/ 3.4	3.5	3.6	3.7	5.5	3.5	43/834	784/10.9	10.2	13.0	144				WTRY
11. WABY	(BB)	33/ 2.6	3.1	2.4	2.5	4.0	2.7	33/432	418/ 5.8	5.9	6.3	31				WABY
12. WVKZ-F	(AOR)	29/ 2.3	2.1	1.4	2.7	1.6	2.1	32/654	555/ 7.7	6.7	4.1	83				WVKZ-F
13. WROW	(EZ)	27/ 2.1	2.7	2.1	2.2	1.9	2.3	32/527	452/ 6.3	7.9	8.3	81				WROW
14.																
15.																

12+ FM SHARE (METRO): 70.56% (767 of 1087) (SUM 88: 64.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F>	1 WPYX-F	1 WPYX-F	1 WKLI-F<	1 WROW-F	1 WGY >	1 WROW-F	1 WFLY-F	1 WFLY-F	1 WGY >>
2 WGY -F>>	2 WFLY-F	2 WKLI-F	WKLI-F	2 WPYX-F<	2 WGY >	2 WROW-F	2 WPYX-F	2 WROW-F	2 WGY >	2 WROW-F<
3 WPYX-F	3 WKLI-F	3 WFLY-F	3 WGNA-AF	3 WGNA-AF	3 WGNA-AF>	3 WPYX-F	3 WFLY-F	3 WGNA-AF	3 WPYX-F<	3 WGNA-F
4	4 WQBK-F>	4 WGNA-AF	4 WFLY-F	4 WGY	4 WQBK >	4 WGNA-AF<	4 WGNA-AF<	4 WPYX-F	4 WGNA-AF	4 WQBK >
5	5 WVKZ-F	5 WGY <	5 WGY	5 WFLY-F<	5 WKLI-F	5 WFLY-F	5 WKLI-F<	5 WGY <	WQBK	5
6	6	6 WQBK-F	6	6 WROW-F	6	6 WKLI-F	6 WGY	6 WKLI-F	6 WROW-F	
7	7	7	7	7	7	7	7	7	7 WKLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WKLI-F>	1 WPYX-F>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>
2 WKLI-F	WFLY-F>	2 WFLY-F>	2 WFLY-F>	2 WROW-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WGNA-AF	2 WGNA-AF>
3 WVKZ-F	3 WPYX-F	3 WGY -F	3 WGY <	WGY	3 WQBK-F>	3 WQBK-F>	3 WEQX-F	3 WFLY-F	3 WQBK-F
4 WPYX-F	4 WGY -F	4 WPYX-F	4 WGNA-AF	WFLY-F	4 WVKZ-F	4 WVKZ-F	4 WVKZ-F	4 WQBK-F	WGY
5 WQBK-F	5 WQBK-F	5 WGY	WGY -F	5 WGNA-AF	5 WKLI-F	5 WKLI-F	WFLY-F	5 WKLI-F	5 WKLI-F
6 WGNA-AF	6	6	6 WPYX-F	6	6	6	6 WGNA-AF	6	6
7 WGY -F	7	7	7 WROW-F	7	7	7	WKLI-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	0.5/1.6
WCSS	1490	Amsterdam	0.4/0.7
WEQX-F	102.7	Manchester	1.6/4.3
WHAZ	1330	Troy	0.5/1.7
WHRL-F	103.1	Albany	1.6/4.7
WKOL-F	97.7	Amsterdam	1.3/2.8
WPTR	1540	Albany	1.4/7.1
WSHQ-F	103.5	Coblskl/Schnctd	0.6/2.2
WSHZ-F	98.3	Rotterdam/Albny	1.3/4.8
WSSV-F	101.3	Stillwater	0.7/1.9
WVKZ	1240	Schenectady	0.0/1.1

RADIO STATIONS

WABY,	1400,	1 KW	, NOSTALGIA	SMN, $	17.00 (Durpetti)	Premiere
WGY ,	810,	50 KW	, MOR	NBC, $	85.00 (Eastman)	Empire
WPTR,	1540,	50 KW (DA-1)	, NEWS/TALK	US 2, ABC C, $	26.00 (Torbet)	
WQBK,	1300,	5 KW (DA-2)	, TALK	CBS, ABC T, $	30.00 (HNWH)	
WROW,	590,	5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F			
WTRY,	980,	5 KW (DA-N)	, OLDIES	MBS, ABC D, $	37.00 (Mc-Guild)	Merv Griffin
WFLY-F,	92.3,	17 KW @ 890,	CHR	ABC C, $	55.00 (Torbet)	
WGNA-F,	107.7,	13 KW @ 980,	COUNTRY	ABC E, $	51.00 (Republic)	Barnstable-
WGY-F ,	99.5,	15 KW @ 930,	CHR	SOURCE, $	47.00 (Eastman)	Empire
WHRL-F,	103.1,	1 KW @ 400,		MBS, $	18.00 (---)	
WKLI-F,	100.9,	3 KW @ 300,	AC	US 1, $	60.00 (Durpetti)	Premiere
WNYJ-F,	98.3,	3 KW @ 328,	AC	TRNSTR, $	23.00 (HNWH)	
WPYX-F,	106.5,	15 KW @ 902,	AOR	ABC R, $	85.00 (Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 300,	CLASSIC AOR	RADRAD, $	33.00 (HNWH)	
WROW-F,	95.5,	13 KW @ 1020,	BTFL/EZ	, $	46.00 (Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 328,	CHR/AOR	SMN, SOURCE, $	24.00 (Banner)	

MISCELLANEOUS COMMENTS: WNJY-F (Rotterdam) sold for $2,900,000 (Kozacko-Horton)... WROW-AM now classified as BTFL/EZ

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 61/567,100

MSA Rank/Pop: 73/665,100
Philadelphia ADI
Average Person Ratings: 18.3
Market TSL: 24.50 hours

Stations: 34/14
Diaries: 974/582:1/52.8%
Sample Target: 930
% Below Line: 19.1
% Not Listed: 9.3

1988 Revenue: $15,000,000
HH Inc.: $32,916
Retail $: 4.6 Bil
Pop per Station: 40,507
#1 Biller: WLEV-F $3,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89-	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	148/14.2	12.8	14.6	16.0	13.4	14.4	167/1568	1319/23.3	20.3	19.4	58	9.5	96	936	WFMZ-F
2. WZZO-F	(AOR)	120/11.5	11.1	12.2	11.1	10.7	11.5	131/1538	1318/23.2	22.9	23.5	117	16.1	162	1660	WZZO-F
3. WAEB-F	(CHR)	112/10.8	10.9	10.8	9.8	14.0	10.6	116/1743	1553/27.4	26.7	28.3	73	13.4	135	1551	WAEB-F
4. WLEV-F	(AC)	111/10.7	13.5	11.0	10.9	7.9	11.5	119/1588	1379/24.3	29.6	20.2	155	10.7	108	1166	WLEV-F
5. WQQQ-F	(CHR)	59/ 5.7	6.7	5.9	5.2	7.2	5.9	80/1410	991/17.5	24.2	24.8	102	6.8	68	1161	WQQQ-F
WAEB	(AC)	59/ 5.7	5.5	4.6	6.3	5.6	5.5	59/773	761/13.4	14.1	11.3	105	4.1	41	506	WAEB
7. WXKW	(C)	42/ 4.0	3.0	3.4	3.4	3.1	3.5	46/542	485/ 8.6	7.4	6.3	117	4.1	41	405	WXKW
8. WXTU-F	(C)	41/ 3.9	2.8	1.4	1.1	1.0	2.3	60/622	337/ 5.9	6.9	3.7	103	1.5	15	355	WXTU-F
9. WKAP	(BB)	30/ 2.9	2.0	4.5	3.2	5.1	3.2	34/418	368/ 6.5	7.0	8.2	28	2.6	26	385	WKAP
10. WYSP-F	(AOR)	26/ 2.5	2.0	2.9	2.6	2.4	2.5	48/714	477/ 8.4	7.6	8.0	136	3.6	36	549	WYSP-F

12+ FM SHARE (METRO): 74.87% (706 of 943) (SUM 88: 74.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F	1 WFMZ-F	1 WAEB-F	1 WFMZ-F>
2 WZZO-F	2 WLEV-F<	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F	2 WZZO-F<	2 WLEV-F	2 WZZO-F<	2 WZZO-F	2 WZZO-F
WQQQ-F	3 WAEB-F>	3 WAEB-F>	3 WAEB-F>	3 WFMZ-F	3 WAEB >	3 WLEV-F>	3 WZZO-F	3 WAEB-F	3 WFMZ-F>	3 WAEB
4	4 WQQQ-F	4 WQQQ-F>	4 WQQQ-F	4 WAEB-F	4 WXKW	4 WAEB <	4 WAEB-F>>	4 WLEV-F>	4 WLEV-F>	4 WLEV-F
5	5	5	WAEB	5 WAEB <	5	5 WAEB-F	5 WQQQ-F	5 WQQQ-F	5 WQQQ-F	5
6	6	6	6	6 WQQQ-F	6	6	6 WAEB	6	6 WAEB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WLEV-F	1 WLEV-F>>	1 WLEV-F>	1 WLEV-F>	1 WZZO-F	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
WAEB-F	2 WZZO-F<	2 WZZO-F	2 WQQQ-F	2 WFMZ-F	2 WAEB-F>>	2 WAEB-F	2 WLEV-F>>	2 WLEV-F	2 WLEV-F>>
3 WQQQ-F>	3 WAEB-F	3 WAEB-F	WAEB-F	3 WQQQ-F	3 WQQQ-F	3 WLEV-F>	3	3 WAEB-F	3 WAEB-F
4 WLEV-F>>	4 WQQQ-F	4 WQQQ-F	4 WZZO-F	4 WAEB-F	4	4 WYSP-F	4	4	4 WXKW
5	5	5	5	5 WZZO-F	5	5 WQQQ-F	5	5	WAEB

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.4/3.2
WEST	1400	Easton	1.8/4.9
WGPA	1100	Bethlehem	0.4/1.5
WLSH	1410	Lansford	0.9/1.5
WRNJ	1000	Hackettstown	0.6/1.6
WYNS	1160	Lehighton	1.0/2.8
KYW	1060	Philadelphia	1.1/5.9
WABC	770	New York	1.2/3.1
WBYO-F	107.5	Boyertown	0.4/2.2
WCAU	1210	Philadelphia	0.3/1.1
WEAZ	560	Philadelphia	
WEAZ-F	101.1	Philadelphia	1.1/2.9

WFLN-F	95.7	Philadelphia	0.5/2.2
WIOQ-F	102.1	Philadelphia	0.6/2.8
WIOV-F	105.1	Ephrata/Lncster	0.8/1.6
WKRZ-F	98.5	Wilkes-Barre/Sc	0.3/1.3
WMGK-F	102.9	Philadelphia	0.3/1.6
WMMR-F	93.3	Philadelphia	1.2/6.2
WNNJ-F	103.7	Newton	0.6/1.3
WOGL-F	98.1	Philadelphia	0.6/3.1
WOR	710	New York	1.6/2.8
WPLJ-F	95.5	New York	0.8/1.5
WSBG-F	93.5	Stroudsburg	0.3/0.9
WUSL-F	98.9	Philadelphia	0.5/1.3
WXRK-F	92.3	New York	0.9/1.2

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , AC	ABC I, CBS, $ 30.00 (Katz)	CRB
WEEX, 1230, 1 KW (DA-2) , OLDIES	MBS, SMN, $ 14.00 (Eastman)	Roth
WEST, 1400, 1 KW , NOSTALGIA	CBS, $ 20.00 (Mc-Guild)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2), NOSTALGIA	SMN, APR, $ 18.00 (Banner)	Holt
WXKW, 1470, 5 KW (DA-N) , COUNTRY	NBC, ABC I, $ 16.00 (Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR	, $ 49.00 (Katz)	CRB
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ	, $ 46.00 (Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC	, $ 70.00 (Mc-Guild)	Zimmerman
WQQQ-F, 99.9, 50 KW @ 450, CHR	, $ 54.00 (Eastman)	Roth
WZZO-F, 95.1, 30 KW @ 600, AOR	, $ 58.00 (Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WEEX changes from TALK to OLDIES...

ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 23/21
Diaries: 1689/1254:1/48.5%
Sample Target: 1690
% Below Line: 0.7
% Not Listed: 9.9

1988 Revenue: $107,000,000
HH Inc.: $36,517
Retail $: 23.0 Bil
Pop per Station: 100,819
#1 Biller: WAOK/WVEE-F: $12,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B)	571/14.4	9.9	8.8	7.8	9.7	10.2	613/4925	4409/19.9	17.1	17.0	87	15.7	657	5313	WVEE-F
2. WSB -F (AC)	377/ 9.5	9.6	9.2	10.4	9.9	9.7	429/5914	5071/22.9	22.5	20.4	124	7.7	324	4486	WSB -F
3. WAPW-F (CHR)	375/ 9.5	9.4	8.9	7.8	5.5	8.9	468/6034	4848/21.8	21.2	15.1	49	12.8	534	5602	WAPW-F
4. WKHX-F (C)	283/ 7.1	7.7	7.7	6.4	5.8	7.2	383/4327	3156/14.2	15.0	12.9	111	4.7	195	2287	WKHX-F
5. WKLS-F (AOR)	270/ 6.8	5.8	6.4	8.3	10.1	6.8	343/4690	3762/17.0	16.5	19.4	106	8.4	352	5056	WKLS-F
6. WPCH-F (EZ)	263/ 6.6	8.1	9.9	7.6	8.0	8.1	306/4466	3790/17.1	16.9	16.9	79	5.5	230	3320	WPCH-F
7. WZGC-F (AOR)	241/ 6.1	5.7	4.9	5.5	5.9	5.6	260/3962	3359/15.1	14.9	17.0	138	5.6	235	3449	WZGC-F
8. WSB (MOR)	229/ 5.8	7.3	6.4	7.4	7.3	6.7	254/3914	3475/15.7	19.2	17.8	59	4.9	205	3238	WSB
9. WFOX-F (AC)	210/ 5.3	5.2	5.3	4.2	4.1	5.0	317/4792	3391/15.3	15.6	13.1	151	6.7	279	4528	WFOX-F
10. WQXI-AF (AC)	178/ 4.5	3.3	5.2	4.3	4.9	4.3	193/3829	3577/16.1	15.5	13.7	129	4.2	171	3055	WQXI-AF
11. WYAY-F (C)	142/ 3.6	5.0	4.4	5.8	5.7	4.7	280/3884	2478/11.2	11.3	12.6	108	3.9	165	2465	WYAY-F
12. WAOK (B)	134/ 3.4	2.8	3.1	2.9	2.9	3.0	134/1613	1566/ 7.1	6.8	5.8	103	2.3	97	1347	WAOK
13. WGST (N/T)	101/ 2.6	3.4	2.5	2.5	3.5	2.8	103/1845	1754/ 7.9	10.2	8.7	88	2.3	98	2045	WGST
14. WYAI-F (C)	41/ 1.0	3.2	2.8	2.4	2.9	2.3	62/1305	881/ 4.0	9.1	8.8	90	1.4	58	1554	WYAI-F
15.															

12+ FM SHARE (METRO): 83.94% (2994 of 3567) (SUM 88: 81.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WVEE-F>>	2 WKLS-F	2 WSB -F	2 WSB -F>	2 WSB -F>	2 WSB <	2 WSB -F	2 WSB -F>	2 WSB -F<	2 WAPW-F>	2 WSB >>
3	3 WAPW-F	3 WKLS-F	3 WZGC-F	3 WZGC-F	3 WKHX-F	3 WSB	3 WAPW-F	3 WAPW-F	3 WSB -F	3 WAPW-F<
4	4 WSB -F	4 WAPW-F<	4 WFOX-F	4 WFOX-F<	4 WSB -F	4 WAPW-F	4 WPCH-F<	4 WKLS-F	4 WSB	4 WPCH-F
5	5 WZGC-F>	5 WZGC-F	5 WKLS-F	5 WKHX-F	5 WFOX-F	5 WKHX-F	5 WKLS-F<	5 WZGC-F<	5 WKLS-F	5 WKHX-F
6	6 WQXI-AF	6 WFOX-F	6 WKHX-F	6 WKLS-F	6 WVEE-F	6 WKLS-F	6 WKHX-F	6 WKHX-F<	6 WPCH-F	WAOK
7	7 WKHX-F	7 WKHX-F	7 WQXI-AF	7 WQXI-AF	7 WYAY-F	7 WZGC-F<	7 WZGC-F	7 WPCH-F	7 WZGC-F<	7 WSB -F>>
						8 WQXI-AF			8 WKHX-F	
									WFOX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F>	1 WVEE-F>>	1 WVEE-F	1 WVEE-F	1 WSB -F
2 WAPW-F>>	2 WSB -F	2 WSB -F>	2 WSB -F>	2 WVEE-F>
3 WSB -F	3 WAPW-F	3 WZGC-F>	3 WAPW-F	3 WFOX-F
4 WKLS-F>	4 WZGC-F	4 WKLS-F	4 WFOX-F<	4 WPCH-F
5 WZGC-F	5 WKLS-F	5 WQXI-AF	5 WZGC-F	5 WKHX-F<
6	6 WQXI-AF	6 WFOX-F	6 WPCH-F	6 WZGC-F
7	7 WFOX-F	7 WAPW-F	7 WKLS-F	7 WQXI-AF
			WKHX-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F<	1 WKLS-F	1 WVEE-F	1 WVEE-F<
2 WAPW-F	2 WKLS-F>	2 WVEE-F	2 WKLS-F	2 WKLS-F<
3 WKLS-F>>	3 WAPW-F	3 WZGC-F>	3 WZGC-F	3 WZGC-F
4	4 WZGC-F>	4 WAPW-F	4 WAPW-F<	4 WKHX-F
5	5 WSB -F	5 WSB -F	5 WKHX-F	5 WFOX-F
6	6 WQXI-AF	6 WQXI-AF	6 WSB -F	6 WSB -F
7	7 WKHX-F>>	7 WKHX-F	7 WFOX-F<	7 WQXI-AF
			8 WQXI-AF	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHK-F	105.7	Canton	0.6/1.4
WCNN	680	No. Atlanta	0.5/3.2
WGKA	1190	Atlanta	0.7/0.8
WIGO	1340	Atlanta	0.7/2.3
WNIV	970	Atlanta	0.3/1.1
WYZE	1480	Atlanta	0.4/1.0
WNGC-F	95.5	Athens	0.3/1.0
WVFJ-F	93.3	Manchester	0.4/1.8

AM STATIONS

WAOK	1380	5 KW	BLACK	NBN, NBC	$ 60.00	(Mc-Guild)	Summit
WCNN	680	50 KW/10 KW (DA-N)	NEWS/TALK	CNN, NBC	$ 42.00	(HNWH)	
WGST	640	50 KW/1 KW (DA-2)	NEWS/TALK	ABC I, NBS	$ 80.00	(Eastman)	Jacor
WGUN	1010	50 KW (DAYS)	GOSPEL		$ 21.00	(---)	Rivers
WGKA	1190	10 KW (DAYS)	CLASSICAL		$ 36.00	(CMBS)	
WIGO	1340	1 KW (DA-1)	BLACK	SBN	$ 40.00	(---)	
WKHX	590	5 KW (DA-N)	BASIC SIMULCAST WITH WKHX-F				
WNIV	970	5 KW (DAYS, DA)	RELIGION		$ 20.00	(---)	
WQXI	790	5 KW/1 KW (DA-N)	SIMULCAST WITH WQXI-F				
WSB	750	50 KW	MOR/TALK	ABC T, APR	$ 190.00	(Christal)	Cox
WYZE	1480	5 KW (DAYS)	GOSPEL		$ 18.00	(---)	GHB

FM STATIONS

WAPW	99.7	100 KW @ 1000	CHR		$ 154.00	(Durpetti)	Susquehanna
WFOX	97.1	97 KW @ 1566	OLDIES		$ 145.00	(MMR)	Shamrock
WKHX	101.5	99 KW @ 950	COUNTRY		$ 175.00	(Republic)	Cap Cities/ABC
WKLS	96.1	99 KW @ 950	AOR		$ 170.00	(Katz)	Great American
WPCH	94.9	99 KW @ 986	BTFL/EZ		$ 165.00	(Eastman)	Jacor
WQXI	94.1	100 KW @ 914	AC		$ 170.00	(Banner)	Jeff-Pilot
WSB	98.5	100 KW @ 920	AC		$ 213.00	(Christal)	Cox
WVEE	103.3	100 KW @ 1022	BLACK	SOURCE	$ 200.00	(Mc-Guild)	Summit
WYAY	106.7	99 KW @ 1400	COUNTRY		$ 195.00	(MMR)	NewCity (GAINESVILLE)
WYAI	104.1	60 KW @ 1200	COUNTRY (BASIC SIMULCAST WITH WYAY-F)				
WZGC	92.9	99 KW @ 910	CLASSIC AOR		$ 147.00	(HNWH)	Cook Inlet

CALL LETTER CHANGES

WEKS-F changes to WYAI-F (July)

FORMAT CHANGES

WYAI-F: From BLACK to COUNTRY (July)

STATION SALES

WEKS (LaGrange) sold by Zapis to NewCity for $ 15,000,000 (Americom; MVP)

MISCELLANEOUS COMMENTS: Barrow County added to metro and Bartow County was deleted... WGST moved to 640 in June...WYAI-F is now silumcasting with WYAY-F.

AUSTIN

Arbitron Rank/Pop (12+): 58/630,500

MSA Rank/Pop: 66/764,500
ADI # 70
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 23/17
Diaries: 990/637:1/51.0%
Sample Target: 880
% Below Line: 4.2
% Not Listed: 20.1

1988 Revenue: $22,100,000
HH Inc.: $34,055
Retail $: 5.3 Bil
Pop per Station: 37,088
#1 Biller: KASE-F $4,400,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	134/12.7	13.4	13.4	14.9	12.6	13.6	214/2220	1545/24.5	23.6	22.7	108	17.5	193	1703	KASE-F
2. KBTS-F (CHR)	107/10.2	11.0	9.4	9.1	8.0	9.9	145/2192	1696/26.9	26.4	23.3	71	13.0	143	2247	KBTS-F
3. KLBJ-F (AOR)	97/ 9.2	8.7	9.6	9.9	10.1	9.4	119/1635	1384/22.0	22.7	21.5	114	11.7	129	1588	KLBJ-F
4. KKMJ-F (AC)	74/ 7.0	7.2	9.4	8.9	9.5	8.1	82/1187	1094/17.4	17.1	21.4	117	5.4	60	818	KKMJ-F
5. KHFI-F (CHR)	63/ 6.0	7.0	6.3	5.4	9.5	6.2	64/1349	1328/21.1	20.8	22.8	55	8.3	91	1443	KHFI-F
6. KEYI-F (AC)	48/ 4.6	5.5	6.4	6.8	4.2	5.8	54/896	809/12.8	13.5	14.1	146	4.8	53	558	KEYI-F
7. KPEZ-F (AOR)	45/ 4.3	4.5	2.4	3.5	4.1	3.7	46/867	839/13.3	13.4	11.0	109	3.3	36	914	KPEZ-F
KLBJ (N/T)	45/ 4.3	4.3	4.5	5.3	5.3	4.6	62/1080	843/13.4	13.4	14.4	86	3.8	42	529	KLBJ
9. KLTD-F (O)	34/ 3.2	2.3	3.0	----	----	2.1	48/859	626/ 9.9	7.9	0.0	156	1.5	17	479	KLTD-F
10. KQFX-F (O)	33/ 3.1	4.4	3.2	4.5	4.3	3.8	38/773	641/10.2	11.3	12.8	135	2.0	22	477	KQFX-F
11. KGSR-F (J/NA)	30/ 2.9	2.4	----	----	----	1.3	30/400	394/ 6.2	6.9	0.0	162	4.2	46	532	KGSR-F
12. KAPT-F (EZ)	25/ 2.4	1.3	4.1	2.9	2.7	2.7	31/534	462/ 7.3	6.9	7.8	83	1.6	18	227	KAPT-F
13. KVET (C)	23/ 2.2	2.3	2.7	2.4	2.8	2.4	23/439	422/ 6.7	7.7	8.8	100	1.7	19	327	KVET
14. KTXZ (SP)	17/ 1.6	1.3	1.4	0.7	0.5	1.3	17/163	163/ 2.6	1.8	2.2	156	1.0	11	135	KTXZ
15.															

12+ FM SHARE (METRO): 84.40% (709 of 840) (SUM 88: 78.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F>>	1 KLBJ-F<	1 KASE-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KBTS-F>	1 KASE-F>
2 KHFI-F>>	2 KBTS-F<	2 KLBJ-F	2 KLBJ-F>	2 KLBJ-F	2 KLBJ	2 KBTS-F<	2 KLBJ-F	2 KLBJ-F<	2 KHFI-F	2 KBTS-F
3	3 KASE-F>	3 KBTS-F	3 KKMJ-F	3 KKMJ-F	KKMJ-F>	3 KLBJ-F	3 KBTS-F	3 KBTS-F>	KASE-F	3 KLBJ
4	4 KHFI-F<	4 KKMJ-F>	KBTS-F	4 KBTS-F	4 KLBJ-F<	4 KKMJ-F<	4 KKMJ-F>	4 KKMJ-F	4 KLBJ-F	KHFI-F
5	5 KPEZ-F	5 KPEZ-F	5 KEYI-F	5 KEYI-F>	5 KEYI-F	5 KHFI-F	5 KEYI-F<	5 KPEZ-F	5 KKMJ-F	5 KLBJ-F
6	6 KKMJ-F	KHFI-F	6	6	6	6	6 KHFI-F	KHFI-F	6	6
7	7	KEYI-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBTS-F>	1 KBTS-F	1 KASE-F	1 KASE-F	1 KASE-F>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F>	1 KLBJ-F
2 KHFI-F	2 KASE-F	2 KBTS-F	2 KBTS-F	2 KKMJ-F	2 KPEZ-F	2 KASE-F	2 KASE-F	2 KASE-F>	2 KASE-F>
3 KKMJ-F	3 KHFI-F<	3 KLBJ-F	3 KKMJ-F	3 KEYI-F	KASE-F	3 KBTS-F<	3 KBTS-F	3 KBTS-F	3 KBTS-F
KASE-F>>	4 KKMJ-F	KEYI-F	4 KEYI-F<	4 KBTS-F	4 KBTS-F	4 KPEZ-F	4 KPEZ-F	4 KPEZ-F>	4 KKMJ-F
5	5 KLBJ-F	5 KKMJ-F	5 KHFI-F	5 KLTD-F<	5 KHFI-F>>	5	5 KGSR-F>	5	5 KPEZ-F
6	6 KEYI-F	6	6	6 KQFX-F	6	6	6	6	KGSR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMOW	1490	Austin	0.4/1.4
KOKE	1370	Rollingwood/Aus	1.1/3.4
KTAE	1260	Taylor	0.5/1.6
KISS-F	99.5	San Antonio	0.6/2.6
KSAH	720	Universal City	1.0/1.7
KSMG-F	105.3	Seguin/SanAnton	0.6/1.9
KTSA	550	San Antonio	0.6/1.3
KZVE-F	107.5	San Antonio	0.7/1.5
WOAI	1200	San Antonio	0.9/3.4

RADIO STATIONS

KIXL, 970, 1 KW , GOSPEL/BLACK , $ 10.00 (Republic)
KLBJ, 590, 5 KW/1 KW (DA-N) , NEWS/TALK CBS, MBS, $ 40.00 (Eastman)
KOKE, 1370, 5 KW/500 W (DA-2) , BTFL/EZ , $ 18.00 (K & P)
KTXZ, 1560, 2.5 KW (DA-2) , HISPANIC US 2, $ 12.00 (Katz Hisp.)
KVET, 1300, 5 KW/1 KW (DA-2) , COUNTRY ABC I, $ 31.00 (Katz)

KAPT-F, 94.7, 97 KW @ 1154, BTFL/EZ , $ 23.00 (Durpetti) (LULING)
KASE-F, 100.7, 100 KW @ 1190, COUNTRY , $ 100.00 (Katz)
KBTS-F, 93.3, 93 KW @ 1983, CHR , $ 60.00 (Christal) Genesis/Booth
KEYI-F, 103.5, 90 KW @ 1260, AC , $ 50.00 (Republic) Degree
KGSR-F, 107.1, 3 KW @ 300, JAZZ/NAC , $ 25.00 (Mc-Guild) Beta (BASTROP)
KHFI-F, 98.3, 1 KW @ 420, CHR , $ 48.00 (Republic) Encore

KKMJ-F, 95.5, 100 KW @ 1000, AC , $ 83.00 (CBS) Keymarket
KLBJ-F, 93.7, 97 KW @ 1057, AOR , $ 75.00 (Eastman)
KLTD-F, 99.1, 19 KW @ 300, OLDIES TRNSTR, $ 25.00 (Torbet) Shamrock-Lynett (LAMPASAS) ---
KPEZ-F, 102.3, 3 KW @ 300, CLASSIC AOR , $ 39.00 (Christal) Clear Channel
KQFX-F, 96.7, 28 KW @ 300, OLDIES SOURCE, $ 32.00 (Banner) Capitol-Johnson (GEORGETOWN)

MISCELLANEOUS COMMENTS: KSSR-F changes calls to KGSR-F (Apr.)

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,975,900

MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 33/21
Diaries: 1664/1187:1/47.7%
Sample Target: 1700
% Below Line: 13.2
% Not Listed: 10.9

1988 Revenue: $60,200,000
HH Inc.: $34,570
Retail $: 16.5 Bil
Pop per Station: 94,090
#1 Biller: WBAL $9,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	356/ 9.7	9.6	7.0	5.9	8.3	8.1	374/4664	4364/22.1	23.7	19.4	71	9.1	353	4622	WBAL
2. WLIF-F	(EZ)	334/ 9.1	8.6	9.9	8.7	7.4	9.1	347/3554	3356/17.0	16.7	15.3	65	5.3	205	2591	WLIF-F
3. WXYV-F	(B)	267/ 7.3	7.6	6.6	8.7	8.0	7.6	270/2957	2841/14.4	14.8	14.3	101	9.1	350	4576	WXYV-F
4. WPOC-F	(C)	235/ 6.4	6.5	7.4	5.8	6.4	6.5	271/2888	2400/12.1	12.3	13.6	117	6.7	259	2411	WPOC-F
5. WIYY-F	(AOR)	229/ 6.2	6.7	6.3	4.7	4.4	6.0	261/3613	3264/16.5	15.2	14.5	98	7.5	289	3375	WIYY-F
6. WWMX-F	(AC)	224/ 6.1	7.3	7.1	7.0	4.9	6.9	232/3711	3483/17.6	17.4	14.5	139	4.6	179	2760	WWMX-F
7. WBSB-F	(CHR)	190/ 5.2	6.0	5.7	6.0	8.6	5.7	232/3753	3188/16.1	18.1	20.9	77	7.5	289	4331	WBSB-F
8. WQSR-F	(AC)	150/ 4.1	2.8	3.4	3.7	4.0	3.5	159/2355	2186/11.1	10.1	10.8	154	4.9	189	1943	WQSR-F
9. WGRX-F	(AOR)	116/ 3.2	2.0	2.5	2.7	2.8	2.6	141/2279	1814/ 9.2	7.8	8.3	94	3.6	140	1549	WGRX-F
10. WBGR	(REL)	110/ 3.0	2.1	2.4	2.4	3.3	2.5	110/932	932/ 4.7	4.9	5.3	127	2.2	86	787	WBGR
11. WCBM	(N/T)	107/ 2.9	2.6	4.3	2.3	----	3.0	109/1315	1293/ 6.5	5.5	0.0	45				WCBM
12. WHFS-F	(AOR)	99/ 2.7	2.3	2.2	2.3	1.8	2.4	101/1428	1412/ 7.1	6.5	4.1	119	2.9	111	1346	WHFS-F
13. WPGC-F	(CHR)	98/ 2.7	2.0	1.6	1.4	1.0	1.9	114/1759	1582/ 8.0	7.3	5.3	74	4.2	161	1835	WPGC-F
14. WYST-F	(AC)	84/ 2.3	2.3	2.8	2.8	2.8	2.5	84/1693	1678/ 8.5	8.5	8.4	130	3.0	114	1164	WYST-F
15. WWIN-F	(CHR)	72/ 2.0	2.0	1.8	2.7	3.1	2.1	72/1245	1245/ 6.3	7.8	10.5	145	2.8	109	1505	WWIN-F
16. WWIN	(B)	63/ 1.7	1.7	1.8	2.1	2.0	1.8	63/835	835/ 4.2	5.3	6.2	147	1.5	57	911	WWIN
17. WCAO	(C)	61/ 1.7	1.5	2.6	3.0	2.5	2.2	68/976	861/ 4.4	4.4	5.9	53	0.9	35	682	WCAO
18. WITH	(BB)	57/ 1.5	1.5	1.4	2.1	1.9	1.6	57/747	741/ 3.8	4.0	4.6	27	0.9	33	570	WITH
19.																
20.																

12+ FM SHARE (METRO): 72.47% (2374 of 3276) (SUM 88: 72.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F<	1 WWMX-F	1 WWMX-F	1 WLIF-F<	1 WLIF-F	1 WLIF-F>	1 WLIF-F	1 WBAL >>	1 WBAL >>
2 WXYV-F>	2 WXYV-F>	2 WIYY-F	2 WXYV-F	2 WPOC-F<	2 WBAL >	2 WBAL	2 WWMX-F<	2 WIYY-F<	2 WXYV-F>	2 WXYV-F
3 WPGC-F	3 WWMX-F	3 WWMX-F>	3 WIYY-F<	3 WXYV-F	3 WPOC-F>	3 WXYV-F	3 WIYY-F	3 WXYV-F<	3 WBSB-F	3 WPOC-F
4 WRQX-F	4 WBSB-F	4 WBSB-F	4 WBAL	4 WBAL	4 WWMX-F<	4 WWMX-F	4 WBAL <	4 WWMX-F	4 WIYY-F<	4 WWMX-F
WIYY-F	5 WGRX-F<	WBAL	5 WQSR-F<	5 WQSR-F<	5 WCBM	WPOC-F	5 WXYV-F<	5 WPOC-F	5 WPOC-F	5 WBSB-F
6	6 WHFS-F>	6 WQSR-F<	6 WPOC-F>	6 WIYY-F<	6 WQSR-F	6 WIYY-F	6 WPOC-F	6 WBSB-F	6 WWMX-F	6 WLIF-F
7	7 WQSR-F	7 WPOC-F	7 WLIF-F	7 WLIF-F>	7 WXYV-F	7 WBGR	7 WBSB-F	7 WBAL	7 WLIF-F	7 WCBM
			WBSB-F						WCBM	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WXYV-F<	1 WWMX-F
WIYY-F	2 WWMX-F	2 WXYV-F>	2 WWMX-F>	2 WXYV-F
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WLIF-F
4 WPGC-F	4 WBSB-F>	4 WPOC-F<	4 WIYY-F	4 WPOC-F
5 WWMX-F	5 WPGC-F	5 WQSR-F	5 WPOC-F	5 WBSB-F<
6 WGRX-F	6 WGRX-F	6 WBSB-F	6 WLIF-F	6 WBGR
7	7 WQSR-F	7	7 WBGR	WBAL
	WPOC-F	8	8 WYST-F<	8 WQSR-F
			9 WBAL	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F<
2 WGRX-F	2 WHFS-F	2 WHFS-F	2 WBAL	2 WBAL <
3 WBSB-F	3 WXYV-F	3 WXYV-F>	3 WQSR-F<	3 WPOC-F<
4 WXYV-F	4 WGRX-F	4 WBAL	4 WXYV-F<	4 WQSR-F
5 WHFS-F>	5 WBSB-F	5 WQSR-F	5 WHFS-F	5 WWMX-F
6	6 WBAL	6 WWMX-F	6 WWMX-F	6 WXYV-F<
7	7 WWMX-F	WGRX-F	7 WPOC-F<	7 WHFS-F
			8 WGRX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANN	1190	Annapolis	0.3/0.6
WEBB	1360	Baltimore	0.8/3.4
WFBR	1300	Baltimore	0.8/3.5
WRBS-F	95.1	Baltimore	1.2/3.6
WYST	1010	Baltimore	0.5/1.6
WASH-F	97.1	Washington	0.7/1.8
WAVA-F	105.1	Arlington/Wash	0.9/3.9
WGAY-F	99.5	Washington	0.6/2.0
WHUR-F	96.3	Washington	1.2/4.5
WMAL	630	Washington	0.5/1.4
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.5/1.6
WRQX-F	107.3	Washington	1.2/6.1
WTOP	1500	Washington	0.8/4.3
WWDC-F	101.1	Washington	1.3/6.8
WWRC	980	Washington	0.3/0.7

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC E, $ 130.00 (HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W(DA-1)	, RELIG/GOSPEL	NBN, $ 45.00 (Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC, $ 60.00 (Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	ACB I, ABC T, $ 45.00 (Katz)	
WEBB,	1360,	5 KW/1.7 KW(DA-1)	,BLACK	SBN, $ 35.00 (Roslin)	
WFBR,	1300,	5 KW (DA-1)	, OLDIES	CBS, $ 47.00 (Christal)	Infinity
WITH,	1230,	1 KW	, NOSTALGIA	MBS, $ 40.00 (---)	
WWIN,	1400,	1 KW	, BLACK	, $ 34.00 (Durpetti)	Ragan Henry
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR, $ 30.00 (MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 420,	CHR	ABC C, $ 160.00 (Banner)	Scripps-Howard
WGRX,	100.7,	16 KW @ 858,	CLASSIC AOR	ABC F, $ 54.00 (Durpetti)	Shamrock-Lynett (WESTINSTER)
WIYY,	97.9,	13 KW @ 946,	AOR	ABC R, $ 100.00 (HNWH)	Hearst
WLIF,	101.9,	13 KW @ 961,	BTFL/EZ	, $ 144.00 (Christal)	Infinity
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC D, $ 136.00 (Banner)	Nationwide
WQSR,	105.7,	50 KW @ 500,	OLDIES	CBS US 1, $ 80.00 (MMR)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	, $ 20.00 (---)	
WWIN,	95.9,	3 KW @ 300,	CHR/URBAN	, $ 130.00 (Durpetti)	Ragan Henry
WWIN,	106.5,	7 KW @ 1182,	AC	, $ 130.00 (Katz)	Capitol-Goodmon
WXYV,	102.7,	50 KW @ 400,	BLACK	, $ 127.00 (Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 550,	AC	APR, $ 70.00 (MMR)	United

CALL LETTER CHANGES

WGHT-F changes to WWIN-F (May)
WITH sold for $1,740,000

FORMAT CHANGES

WWIN A/F to BLACK AC

STATION SALES

WFBR, WLIF-F sold by JAG to Infinity for $22,000,000...WYST AF sol by United to TA/Shaw for $________ (Americom).

BATON ROUGE

Arbitron Rank/Pop (12+): 78/445,500
Stations: 20/14
Diaries: 841/530:1/52.9%
1988 Revenue: $11,800,000
HH Inc.: $31,027

MSA Rank/Pop: 92/545,200
ADI # 93
Sample Target: 820
Retail $: 3.7 Bil
% Below Line: 12.4
Pop per Station: 31,821
Average Person Ratings: 16.1
% Not Listed: 11.1
#1 Biller: WYNK-AF $2,600,000
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	106/14.7	14.8	12.7	13.8	14.6	14.0	252/2611	1140/25.6	25.1	25.5	95	12.1	87	1124	WYNK-AF
2. KQXL-F (B)	81/11.3	13.5	11.3	13.1	14.0	12.3	133/1332	897/20.1	21.9	20.0	83	14.1	107	1162	KQXL-F
3. WFMF-F (CHR)	78/10.8	12.3	10.5	11.2	9.4	11.2	133/2177	1264/28.4	24.8	25.9	78	15.0	114	1532	WFMF-F
4. WGGZ-F (CHR)	57/ 7.9	6.9	7.4	8.9	9.1	7.8	104/2236	1038/23.3	21.2	23.7	84	8.9	68	1091	WGGZ-F
5. WXOK (B)	53/ 7.4	8.2	7.8	10.1	12.8	8.4	64/990	797/17.9	17.3	19.4	72	6.3	48	647	WXOK
6. WKJN-F (C)	47/ 6.5	6.7	7.0	6.7	7.4	6.7	72/1282	724/16.3	15.0	15.6	125	4.5	34	690	WKJN-F
7. KHOM-F (AC)	41/ 5.7	4.2	4.3	1.8	----	4.0	109/1384	587/13.2	9.9	0.0	165				KHOM-F
8. WTGE-F (AC)	37/ 5.1	4.4	7.3	2.7	6.2	4.9	45/876	621/13.9	12.5	14.0	149	6.0	46	688	WTGE-F
9. WNDC (REL)	30/ 4.2	4.2	2.1	----	0.2	2.6	30/270	270/ 6.1	6.6	1.1	102	4.6	35	319	WNDC
10. WCKW-F (AOR)	29/ 4.0	2.9	2.8	4.3	4.1	3.5	57/906	477/10.7	6.6	7.7	158	3.9	30	513	WCKW-F
11. WJBO (N/T)	23/ 3.2	4.7	4.8	3.8	3.0	4.1	24/434	406/ 9.1	11.7	8.7	94	3.8	29	527	WJBO
12. WXLT-F (AOR)	18/ 2.5	3.2	2.2	2.0	2.3	2.5	21/380	339/ 7.6	8.2	5.9	132	0.8	6	198	WXLT-F
13. WTKL (EZ)	13/ 1.8	1.1	1.0	0.4	1.5	1.1	13/215	215/ 4.8	2.9	3.7	56	1.2	9	216	WTKL
14. KDEA-F (EZ)	12/ 1.7	1.8	3.4	3.9	2.3	2.7	64/742	236/ 5.3	5.2	4.8	47	1.3	10	163	KDEA-F
15.															

12+ FM SHARE (METRO): 79.34% (507 of 639) (SUM 88: 77.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F	1 KQXL-F>	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF>>	1 WYNK-AF>	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F>>	1 KQXL-F>
2 KQXL-F	2 WFMF-F	2 WYNK-AF<	2 KHOM-F	2 KHOM-F	2 WKJN-F>	2 WFMF-F	2 WFMF-F>	2 WFMF-F<	2 WGGZ-F<	2 WYNK-F
3 WGGZ-F>>	3 WGGZ-F	3 WFMF-F>	KQXL-F	KQXL-F	3 KHOM-F	3 WKJN-F	3 KQXL-F<	3 KQXL-F>	3 WXOK	3 WGGZ-F>
4 WXOK	4 WYNK-AF	4 WGGZ-F<	4 WFMF-F	4 WFMF-F<	4 WXOK	4 KQXL-F	4 WGGZ-F	4 WGGZ-F	4 WFMF-F>	4 KHOM-F
5	WTGE-F	5 KHOM-F	5 WTGE-F	5 WKJN-F	WFMF-F	5 WGGZ-F	5 WXOK	5 WTGE-F	5 WYNK-AF	WXOK
6	6 WXOK	6 WTGE-F<	6 WKJN-F	6 WTGE-F	6 WJBO	6	6 WTGE-F<	6 WKJN-F	6	6
		7 WXOK <		7 WGGZ-F			7 KHOM-F			
		8 WKJN-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F	1 WFMF-F	1 KQXL-F>	1 WFMF-F	1 WYNK-AF>	1 KQXL-F>	1 KQXL-F	1 WTGE-F	1 KQXL-F	1 WYNK-AF
2 WGGZ-F	KQXL-F	2 WGGZ-F	2 WYNK-AF	2 WFMF-F	2 WXOK	2 WTGE-F	2 WCKW-F	2 WYNK-AF	2 WTGE-F
3 KQXL-F	3 WGGZ-F	WFMF-F	3 KQXL-F	3 KHOM-F	3 WYNK-AF	3 WCKW-F	3 KQXL-F	WTGE-F	KQXL-F<
4 WYNK-AF	4 WYNK-AF>	4 WTGE-F	4 WGGZ-F	4 WKJN-F	4 WFMF-F	4 WYNK-AF	4 KHOM-F	4 WCKW-F	4 WCKW-F
5	5 WXOK	5 WYNK-AF	5 KHOM-F	KQXL-F	5	5 WXOK	WGGZ-F	5 KHOM-F	KHOM-F
6	6	WNDC	WKJN-F	6 WGGZ-F	6	6 WGGZ-F	6	6 WXOK	6 WKJN-F
						WFMF-F		WFMF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKJN	1300	Baton Rouge	0.6/2.7
WSLG	1090	Gonzales/BtnRge	0.4/1.5
WQUE	1280	New Orleans	0.0/0.1
WQUE-F	93.3	New Orleans	0.6/2.3
WQXY-F	95.7	New Orleans	0.4/2.4

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1) , TALK CBS, TALKNT, $ 24.00 (HNWH)
WNDC, 910, 1 KW (DA-1) , GOSPEL , $ 10.00 (Republic)
WTKL, 1260, 1 KW (DAYS) , BTFL/EZ , $ 13.00 (---)
WXOK, 1460, 5 KW/1 KW (DA-3) , BLACK NBC, $ 26.00 (Torbet)

KQXL-F, 106.5, 50 KW @ 300, BLACK SBN, ABC F, $ 35.00 (Banner) (NEW ROADS)
WFMF-F, 102.5, 85 KW @ 1200, CHR , $ 56.00 (HNWH)
WGGZ-F, 98.1, 95 KW @ 1550, CHR RADRAD, ABC C, $ 50.00 (Katz)
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY MBS, $ 44.00 (Christal) (HAMMOND)

WQCK-F, 92.7, 3 KW @ 300, RELIGION , $ 9.00 (---) (CLINTON)
WTGE-F, 100.7, 95 KW @ 690, AC , $ 37.00 (Republic)
WXLT-F, 94.1, 100 KW @ 980, AOR , $ 10.00 (Southern) (MACOMB, MS)
WYNK-F, 101.5, 100 KW @ 1550, COUNTRY ABC E, $ 63.00 (Katz) Narragansett

WJBO, WFMF-F sold to George Junne for $9,100,000 (Comm. Equity).

BIRMINGHAM

Arbitron Rank/Pop (12+): 51/767,600
MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 16.6
Market TSL: 22.75 hours

Stations: 23/19
Diaries: 1091/704:1/51.7%
Sample Target: 1080
% Below Line: 3.6
% Not Listed: 8.6

1988 Revenue: $24,800,000
HH Inc.: $27,914
Retail $: 5.3 Bil
Pop per Station: 40,400
#1 Biller: WZZK-AF $6,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF	(C)	184/14.4	18.7	17.5	14.7	14.5	16.3	324/3853	2107/27.4	30.7	27.9	117	16.3	212	2156	WZZK-AF
2. WMJJ-F	(AC)	152/11.9	10.4	8.3	12.5	11.2	10.8	197/2380	1733/22.6	19.4	20.6	146	7.8	106	1247	WMJJ-F
3. WENN-F	(B)	135/10.6	11.0	10.5	9.4	10.0	10.4	177/2063	1439/18.7	21.0	17.0	105	11.6	159	2098	WENN-F
4. WZRR-F	(AOR)	110/ 8.6	8.2	10.4	4.2	4.2	7.8	155/1903	1243/16.2	14.1	11.2	126	11.9	162	1359	WZRR-F
5. WAPI-F	(CHR)	102/ 8.0	7.3	8.4	9.0	11.7	8.2	158/2418	1498/19.5	18.8	27.0	68	13.2	180	2053	WAPI-F
6. WERC	(N/T)	80/ 6.3	5.6	3.6	4.9	5.5	5.1	80/875	867/11.3	11.1	11.5	49	3.0	41	607	WERC
7. WKXX-F	(B)	74/ 5.8	7.1	7.3	8.0	9.9	7.1	91/1845	1307/17.0	21.2	20.9	78	9.1	124	1822	WKXX-F
8. WAPI	(BB)	53/ 4.2	3.7	4.5	5.3	3.6	4.4	56/762	725/ 9.4	8.5	7.7	38	1.9	26	405	WAPI
9. WATV	(B)	51/ 4.0	4.0	3.7	4.8	5.0	4.1	51/722	722/ 9.4	9.4	9.4	77	2.1	28	478	WATV
10. WAGG	(REL)	46/ 3.6	2.9	2.7	5.0	2.4	3.5	46/427	427/ 5.6	5.8	4.7	72	2.1	29	476	WAGG
11. WDJC-F	(REL)	39/ 3.1	2.8	2.9	3.5	2.4	3.1	69/1057	634/ 8.3	8.3	8.0	123	4.4	60	671	WDJC-F
12. WJLD	(B)	25/ 2.0	1.7	2.8	1.8	2.9	2.1	27/533	521/ 6.8	7.3	6.3	115	1.8	25	436	WJLD
13. WAYE	(REL)	23/ 1.8	0.8	2.8	1.5	1.9	1.7	27/285	269/ 3.5	3.1	2.9	72	1.3	18	252	WAYE
14.																
15.																

12+ FM SHARE (METRO): 72.59% (845 of 1164) (SUM 88: 71.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-2	1 WMJJ-F<	1 WMJJ-F	1 WMJJ-F	1 WMJJ-F<	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF	1 WZZK-AF	1 WENN-F>	1 WERC >>
2 WENN-F>>	2 WZRR-F	2 WZZK-AF	2 WZZK-AF>	2 WZZK-AF>	2 WERC	2 WMJJ-F>	2 WMJJ-F>	2 WMJJ-F	2 WAPI-F<	2 WZZK-F>>
3 WKXX-F>>	3 WENN-F	3 WZRR-F	3 WZRR-F<	3 WENN-F<	3 WMJJ-F	3 WZRR-F<	3 WZRR-F	3 WENN-F<	3 WZZK-AF	3 WATV
4	4 WAPI-F	4 WENN-F>	4 WENN-F>	4 WZRR-F>>	4 WAPI	4 WENN-F<	4 WENN-F	4 WZRR-F>	4 WERC <	4 WDJC-F<
5	5 WKXX-F	5 WAPI-F	5	5	5 WENN-F	5 WERC	5 WAPI-F	5 WAPI-F	5 WMJJ-F	5 WENN-F
6	6 WZZK-AF	6 WKXX-F	6	6	6 WAGG	WATV <	6	6 WKXX-F	6	6 WAPI-F
						7 WAPI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKXX-F	1 WMJJ-F>	1 WMJJ-F>>	1 WMJJ-F>	1 WMJJ-F	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F>	1 WZRR-F	1 WZZK-AF
2 WAPI-F	2 WENN-F	2 WENN-F	2 WZZK-AF	2 WZZK-AF>	2 WAPI-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WMJJ-F<
3 WMJJ-F	3 WKXX-F	3 WZZK-AF>	3 WENN-F>	3 WENN-F>	3 WKXX-F	3 WENN-F	3 WENN-F	3 WZZK-AF>	3 WZRR-F>
4 WENN-F>>	4 WAPI-F	4 WZRR-F	4 WZRR-F	4 WZRR-F	4 WENN-F	WAPI-F	4 WAPI-F	4 WENN-F	4 WENN-F>
5	5 WZZK-AF	5 WAPI-F	WKXX-F	5	5 WZZK-AF	5 WKXX-F	5 WKXX-F	5 WAPI-F	5 WAPI-F
6	6	6	WAPI-F	6	WMJJ-F>>	6 WZZK-AF	6 WZZK~~-AF>>~~	~~6 WKXX-F~~	6 WKXX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCRT	1260	Birmingham	1.0/3.2
WFFN-F	92.9	Cordova	0.5/0.9
WKLD-F	97.7	Oneonta	0.3/1.4
WVOK	690	Birmingham	0.7/4.3
WYDF	850	Birmingham	0.9/2.7
WQEN-F	103.7	Gadsden/Anstn	0.9/2.9
WQSB-F	105.1	Albertville	0.8/1.6
WRSA-F	96.9	Decatur/Hntsvle	0.5/1.7
WZBQ-F	102.5	Jasper	1.4/5.6

RADIO STATIONS

WAGG,	1320,	5 KW	, GOSPEL	NBN,	$ 30.00	(HNWH)	
WAPI,	1070,	50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,	$ 29.00	(Christal)	Dittman
WATV,	900,	1 KW	, BLACK	ABC E,	$ 30.00	(Roslin)	
WAYE,	1220,	1 KW (DAYS)	, RELIGION	,	$ 15.00	(---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, TRNSTR,	$ 16.00	(Banner)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	,	$ 40.00	(Mc-Guild)	Sungroup
WJLD,	1400,	1 KW	, BLACK	MBC, SBN,	$ 21.00	(---)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS,	$ 17.00	(Republic)	Dick
WZZK,	610,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WZZK-F				
WAPI-F,	94.5,	98 KW @ 1214,	CHR	ABC C,	$ 80.00	(Christal)	Dittman
WDJC-F,	93.7,	99 KW @ 984,	RELIGION	,	$ 22.00	(---)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	NBN,	$ 57.00	(HNWH)	
WKXX-F,	106.9,	99 KW @ 1114,	URBAN/CHR	ABC D,	$ 59.00	(Mc-Guild)	Sungroup
WMJJ-F,	96.5,	100 KW @ 1026,	AC	,	$ 107.00	(Banner)	Capitol-Johnson
WZRR-F,	99.5,	100 KW @ 869,	CLASSIC AOR	,	$ 50.00	(Republic)	Dick
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	,	$ 130.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 7/3,176,000

MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 36/31
Diaries: 2194/1448:1/38.5%
Sample Target: 2170
% Below Line: 3.1
% Not Listed: 13.0

1988 Revenue: $114,000,000
HH Inc.: $41,506
Retail $: 33.2 Bil
Pop per Station: 102,451
#1 Biller: WBCN-F $16,700,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F	(CHR)	481/ 8.0	7.7	7.1	5.9	7.1	7.2	551/8350	7022/22.1	20.3	18.5	90	9.1	524	7125	WXKS-F
2. WRKO	(N/T)	393/ 6.6	6.5	7.7	7.2	7.1	7.0	473/6656	5286/16.6	14.8	16.2	71	5.8	336	4011	WRKO
3. WZOU-F	(CHR)	338/ 5.6	6.6	5.7	5.0	6.1	5.7	426/7760	5806/18.3	18.8	16.3	48	6.7	385	6511	WZOU-F
4. WBCN-F	(AOR)**	327/ 5.5	5.8	5.1	4.8	6.0	5.3	405/6955	5181/16.3	15.4	15.7	127	6.4	370	6265	WBCN-F
5. WBZ	(MOR)	321/ 5.4	5.9	6.6	7.4	6.4	6.3	453/7038	4976/15.7	16.0	14.7	72	6.4	373	4613	WBZ
6. WJIB-F	(EZ)	309/ 5.2	6.3	5.4	5.4	6.0	5.6	363/5045	4011/12.6	13.3	11.7	62	3.4	195	2263	WJIB-F
7. WODS-F	(O)	287/ 4.8	3.7	4.7	5.2	4.0	4.6	436/7055	4721/14.9	13.1	12.4	156	5.0	290	4248	WODS-F
8. WSSH-F	(AC)	276/ 4.6	3.9	4.3	3.6	4.0	4.1	363/5165	3373/10.6	10.8	10.3	124	3.6	207	3150	WSSH-F
9. WMJX-F	(AC)	267/ 4.5	4.7	3.7	3.6	3.8	4.1	284/5043	4468/14.1	14.0	11.3	122	3.3	188	2690	WMJX-F
10. WHDH	(T)	265/ 4.4	4.6	4.4	5.2	3.9	4.7	309/5011	4370/13.8	11.6	11.9	68	4.7	270	3197	WHDH
11. WEEI	(N)	228/ 3.8	3.6	4.0	4.2	4.3	3.9	256/5151	4464/14.1	13.0	13.5	68	2.6	150	3024	WEEI
12. WZLX-F	(AOR)	212/ 3.5	3.6	4.2	4.8	3.9	4.0	292/4873	3612/11.4	11.5	10.5	140	5.4	311	3958	WZLX-F
13. WROR-F	(AC)	167/ 2.8	3.0	3.1	3.2	3.0	3.0	222/4666	3661/11.5	11.8	10.1	143	2.9	170	3268	WROR-F
14. WVBF-F	(AC)	141/ 2.4	2.4	2.4	2.5	2.7	2.4	169/2983	2369/ 7.5	7.2	7.3	150	2.3	132	2214	WVBF-F
15. WBOS-F	(AOR)	129/ 2.2	1.3	2.4	2.4	2.1	2.1	154/2323	1721/ 5.4	5.3	5.3	164	1.2	69	1300	WBOS-F
16. WXKS	(BB)	124/ 2.1	2.1	1.0	1.3	1.0	1.6	124/1171	1145/ 3.6	4.1	2.6	48	0.7	41	432	WXKS
17. WILD	(B)	123/ 2.1	2.1	2.4	2.6	2.3	2.3	123/1230	1230/ 3.9	3.3	3.2	138	3.1	177	1064	WILD
18. WFNX-F	(AOR)	112/ 1.9	2.2	1.8	1.4	1.2	1.8	117/1998	1899/ 6.0	6.4	4.1	142	1.5	88	1521	WFNX-F
19. WCGY-F	(AOR)	111/ 1.9	1.4	1.9	1.5	2.0	1.7	144/2855	2041/ 6.4	5.6	5.3	89	2.7	159	2211	WCGY-F
20. WCRB-F	(CL)	100/ 1.7	1.9	2.5	1.8	1.3	2.0	123/2112	1624/ 5.1	5.9	4.9	82	1.4	80	1477	WCRB-F
21. WAAF-F	(AOR)	74/ 1.2	0.9	1.5	2.1	2.2	1.4	276/4961	2184/ 6.9	5.4	7.5	0	2.8	164	3378	WAAF-F
22. WPLM-F	(BB)	71/ 1.2	1.9	0.8	1.1	1.3	1.3	149/2559	1163/ 3.7	6.2	3.7	33	1.3	74	1070	WPLM-F
23.																
24.																
25.																

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 68.27% (3553 of 5204) (SUM 88: 67.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F<	1 WODS-F	1 WRKO	1 WBZ	1 WXKS-F>	1 WXKS-F	1 WRKO	1 WBZ >>
2 WXKS-F>>	2 WBCN-F>	2 WBCN-F	2 WODS-F	2 WXKS-F<	2 WBZ	2 WXKS-F	2 WRKO	2 WRKO	2 WZOU-F	2 WHDH >>
3	3 WZLX-F<	3 WODS-F<	WBCN-F>	3 WBCN-F	3 WJIB-F	3 WEEI	WBCN-F<	3 WZOU-F<	3 WBZ <	3 WMJX-F>>
4	4 WZOU-F	4 WZLX-F<	4 WZLX-F<	4 WSSH-F<	4 WHDH	4 WRKO	4 WJIB-F<	4 WBCN-F	4 WXKS-F	4 WEEI
5	5 WMJX-F>	5 WMJX-F<	5 WMJX-F	5 WMJX-F	5 WEEI <	5 WBCN-F	5 WSSH-F	5 WJIB-F	5 WHDH >	5 WJIB-F<
6	6 WCGY-F<	6 WZOU-F	6 WSSH-F	6 WZLX-F	6 WSSH-F	6 WHDH	6 WMJX-F	6 WODS-F	6 WMJX-F	6 WRKO >>
7	7 WFNX-F	7 WSSH-F	7 WROR-F<	7 WRKO	7 WODS-F>	7 WZOU-F	7 WODS-F<	7 WSSH-F	7 WJIB-F	7
8	8 WVBF-F	8 WROR-F	8 WRKO	8 WROR-F	8 WMJX-F	WSSH-F	8 WZOU-F<	8 WHDH <	8 WODS-F	8
							9 WZLX-F	9 WMJX-F	WBCN-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F>	1 WXKS-F>>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F	1 WXKS-F	1 WBCN-E	1 WBCN-F>	1 WBCN-F	1 WBCN-F
2 WZOU-F>	2 WZOU-F	2 WVBF-F	2 WMJX-F	2 WSSH-F<	2 WBCN-F	2 WXKS-F>	2 WXKS-F	2 WXKS-F	2 WODS-F
3 WMJX-F	3 WMJX-F	3 WMJX-F	3 WSSH-F<	3 WMJX-F<	3 WZOU-F	3 WZLX-F	3 WZLX-F>	3 WZLX-F	3 WRKO
4 WBCN-F	4 WBCN-F	4 WBCN-F<	4 WZOU-F<	4 WODS-F>	4 WCGY-F	4 WCGY-F	4 WCGY-F	4 WODS-F	4 WXKS-F<
5 WSSH-F	5 WZLX-F<	5 WZLX-F	5 WODS-F	5 WVBF-F<	5 WZLX-F>	5 WZOU-F	5 WFNX-F<	5 WRKO <	5 WZLX-F>
6 WZLX-F	6 WVBF-F	WBOS-F	6 WBCN-F	6 WBZ	6 WAAF-F	6 WFNX-F	6 WRKO	6 WCGY-F	6 WROR-F<
7 WAAF-F	7 WSSH-F	7	7 WZLX-F	WBCN-F	7	7 WMJX-F	7	7 WZOU-F	7 WSSH-F
8	8 WBOS-F	8	WVBF-F	8 WJIB-F<	8	8	8	8 WROR-F	8
				9 WZLX-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WATD-F	95.9	Marshfield	0.4/0.9
WBOQ-F	104.9	Gloucester	0.3/1.1
WCAP	980	Lowell	0.4/1.2
WCCM	800	Lawrence	0.4/0.7
WEZE	1260	Boston	0.4/1.5
WJDA	1300	Quincy	0.3/0.9
WKKU	1510	Boston	0.7/1.5
WMEX	1150	Boston	0.3/1.6
WROL	950	Boston	0.6/2.1
WSRO	1470	Marlboro	0.3/0.7
WHJY-F	94.1	Providence	0.6/2.5
WHOB-F	106.3	Nashua	0.3/1.2
WLKW-F	101.5	Providence	0.4/0.8
WOKQ-F	97.5	Dover/Portsmth	0.6/1.7

AM STATIONS

WBZ	1030	50 KW (DA-1)	MOR	NBC	$ 230.00	(Group W)	Westinghouse
WEEI	590	5 KW (DA-1)	NEWS	CBS	$ 135.00	(CBS)	
WHDH	850	50 KW (DA-2)	TALK	NBC,TLKNT	$ 173.00	(Durpetti)	
WILD	1090	5 KW (DAYS)	BLACK	SBN	$ 42.00	(Roslin)	
WMEX	1150	5 KW (DA-2)	OLDIES	ABC E	$ 35.00	(Mc-Guild)	Greater Media
WRKO	680	50 KW (DA-2)	TALK	MBS	$ 180.00	(Republic)	Atlantic Ventures
WROL	950	5 KW (DAYS)	RELIGION		$ 21.00	(---)	
WXKS	1430	5 KW/1 KW(DA-N)	NOSTALGIA		$ N/A	(MMR)	Pyramid
WUNR	1600	5 KW (DA-1)	HISPANIC/ETHNIC		$ 32.00	(Caballero)	

FM STATIONS

WBCN	104.1	19 KW @ 742	AOR		$ 345.00	(Torbet)	Infinity
WBOS	92.9	17 KW @ 860	CL.AOR/VARIOUS	NBC	$ 90.00	(Katz)	Ackerly
WCGY	93.7	50 KW @ 430	CLASSIC AOR		$ 65.00	(K & P)	Curt Gowdy
WCRB	102.5	15 KW @ 920	CLASSICAL		$ 95.00	(CMBS)	
WFNX	101.7	1.6 KW @ 465	AOR		$ 69.00	(---)	
WJIB	96.9	12 KW @ 1010	BTFL/EZ		$ 110.00	(Mc-Guild)	Emmis
WMJX	106.7	12 KW @ 720	AC		$ 142.00	(Mc-Guild)	Greater Media
WODS	103.3	16 KW @ 890	OLDIES	RADRAD	$ 140.00	(CBS)	CBS
WPLM	99.1	50 KW @ 430	NOSTALGIA		$ 42.00	(---)	(PLYMOUTH)
WROR	98.5	8 KW @ 1191	AC	US 1	$ 165.00	(Republic)	Atlantic Ventures
WSSH	99.5	32 KW @ 600	SOFT AC		$ 190.00	(HNWH)	Noble
WVBF	105.7	14 KW @ 954	AC		$ 130.00	(Banner)	Fairbanks
WXKS	107.9	24 KW @ 719	CHR		$ 300.00	(MMR)	Pyramid
WZLX	100.7	50 KW @ 500	CLASSIC AOR		$ 150.00	(Christal)	Cook Inlet
WZOU	94.5	8 KW @ 1050	CHR		$ 165.00	(Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/995,600

MSA Rank/Pop: Buffalo: 54/951,900
ADI # 38 Niagara Falls: 197/214,900
Average Person Ratings: 18.7
Market TSL: 24.25 hours

Stations: 24/20
Diaries: 1410/706:1/54.7%
Sample Target: 1290
% Below Line: 2.8
% Not Listed: 9.8

1988 Revenue: $57,800,000
HH Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 49,780
#1 Biller: WBEN $18,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F	(CHR)	210/11.3	9.5	11.0	9.2	11.3	10.3	226/2982	2696/27.1	25.9	25.3	89	13.6	261	2931	WKSE-F
2. WJYE-F	(EZ)	169/ 9.1	11.2	9.3	9.7	6.7	9.8	173/2272	2085/20.9	23.5	15.2	114	7.8	151	1850	WJYE-F
3. WYRK-F	(C)	164/ 8.8	8.5	10.0	10.7	8.8	9.5	182/1844	1546/15.5	17.3	15.0	101	7.0	134	1499	WYRK-F
4. WGR -F	(AOR)	142/ 7.6	9.4	7.4	6.0	2.2	7.6	190/2261	1810/18.2	17.6	7.6	103	13.9	268	2348	WGR -F
5. WBEN	(MOR)	126/ 6.8	7.9	9.1	10.8	9.6	8.7	130/2316	2104/21.1	20.4	21.5	57	6.0	116	1489	WBEN
6. WBLK-F	(B)	123/ 6.6	5.7	4.8	6.6	6.0	5.9	123/1074	1064/10.7	10.1	9.5	94	7.3	140	1149	WBLK-F
7. WBUF-F	(AC)	117/ 6.3	8.6	6.8	8.9	6.6	7.7	140/1781	1501/15.1	17.2	15.7	151	4.9	94	1254	WBUF-F
8. WHTT-F	(AC)	111/ 6.0	5.2	5.2	4.4	5.5	5.2	139/1848	1652/16.6	14.3	20.1	168	6.0	115	1373	WHTT-F
9. WMJQ-F	(CHR)	109/ 5.9	4.2	4.5	5.1	5.7	4.9	210/3457	2109/21.2	18.2	19.9	88	6.3	122	1764	WMJQ-F
10. WPHD-F	(AOR)	81/ 4.4	2.9	3.7	3.4	7.6	3.6	84/1460	1394/14.0	12.9	19.6	136	3.9	75	1005	WPHD-F
11. WGR	(MOR)	74/ 4.0	1.6	4.2	3.0	4.2	3.2	82/1461	1238/12.4	9.4	12.6	110	2.2	42	636	WGR
12. WECK	(BB)	70/ 3.8	5.8	5.7	5.7	6.0	5.3	70/961	961/ 9.7	9.7	10.6	26	4.1	79	670	WECK
13. WBMW-F	(J/NA)	26/ 1.4	0.6	1.1	0.3	1.9	0.9	28/591	529/ 5.3	2.7	6.4	157	1.7	33	432	WBMW-F
14. CJFT	(?)	23/ 1.2	1.1	0.4	----	----	0.7	23/338	338/ 3.4	3.0	0.0	0	0.5	9	147	CJFT
15. WWKB	(N/T)	19/ 1.0	1.7	1.2	1.6	1.1	1.4	23/622	511/ 5.1	5.3	6.2	70	1.2	23	609	WWKB
WDCX-F	(REL)	19/ 1.0	1.5	1.0	1.0	0.7	1.1	27/476	320/ 3.2	4.0	2.5	20	0.9	17	265	WDCX-F
17. CFNY-F	(AOR)	18/ 1.0	0.7	0.7	0.6	1.0	0.8	18/360	360/ 3.6	2.7	2.7	50	1.0	19	315	CFNY-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 77.19% (1296 of 1679) (SUM 88: 71.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F<	1 WKSE-F	1 WKSE-F<	1 WJYE-F<	1 WYRK-F	1 WBEN >	1 WJYE-F	1 WKSE-F	1 WKSE-F>	1 WBEN >>
2 W[illegible]	2 WKSE-F>	2 WGR -F	2 WHTT-F<	2 WKSE-F	2 WJYE-F	2 WYRK-F<	2 WKSE-F	2 WJYE-F	2 WBLK-F	2 WWKB <
3 WB[illegible]-F	3 WBLK-F	3 WBUF-F<	3 WBUF-F	WHTT-F	3 WBEN >	3 WKSE-F	3 WYRK-F	3 WYRK-F	3 WGR -F	3 WBLK-F>>
4 WGR -F>>	4 WMJQ-F	4 WHTT-F	4 WJYE-F	4 WBUF-F	4 WBUF-F	WJYE-F	4 WBUF-F	4 WGR -F	4 WYRK-F	4
5	5 WPHD-F	5 WBLK-F	5 WGR -F	5 WYRK-F	5 WECK <	5 WBUF-F	5 WGR -F	5 WBUF-F<	5 WHTT-F	5
6	6	6 WJYE-F	6 WYRK-F	6 WGR -F	6 WHTT-F	6 WGR -F	6 WHTT-F	6 WBLK-F	6	6
						7 WMJQ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSE-F>>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F<
WBLK-F	3 WBLK-F	3 WBUF-F	3 WBLK-F	3 WJYE-F
4 WGR -F	4 WMJQ-F	4 WBLK-F	4 WJYE-F	4 WYRK-F
5	5 WBUF-F	5 WYRK-F	5 WMJQ-F	5 WBLK-F
6	6	6	WGR -F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F	1 WHTT-F>
2 WKSE-F	2 WKSE-F	2 WPHD-F	2 WHTT-F	2 WJYE-F<
3 WBLK-F>	3 WPHD-F	3 WHTT-F	3 WPHD-F	3 WGR -F
4 WMJQ-F	4 WBLK-F	4 WKSE-F	WKSE-F	4 WYRK-F
5 WPHD-F>>	5 WMJQ-F	5	5 WJYE-F	5 WPHD-F
6	6 WHTT-F	6	WBLK-F	6 WBUF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGKT	1400	Buffalo	0.9/3.5
WHTT	1120	Buffalo	0.8/1.9
WLVL	1340	Lockport	0.5/1.6
WUFO	1080	Amherst	0.8/2.2
WXRL	1300—	Lancaster/Buffl	0.7/2.9
CILQ-F	107.1	Toronto	0.4/1.5
CJRN	710	Niagara Falls O	0.3/0.9

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	CBS,	$ 80.00 (Eastman)	
WECK,	1230,	1 KW	, NOSTALGIA	CBS,	$ 31.00 (Roslin)	
WGKT,	1400,	1 KW	, OLDIES	,	$ 20.00 (CBS)	Metroplex
WGR ,	550,	5 KW (DA-N)	, MOR	ABC E,	$ 42.00 (Katz)	
WUFO,	1080,	1 KW (DAYS)	, BLACK	SBN,	$ 16.00 (---)	
WWKB,	1520,	50 KW (DA-1)	, BUSINESS NEWS	,	$ 40.00 (HNWH)	Price

FM STATIONS

WBLK,	93.7,	50 KW @ 400,	BLACK	RADRAD,	$ 40.00 (Durpetti)	
WBMK,	107.7,	13 KW @ 650,	JAZZ/NAC	SMN, US 1,	$ 38.00 (Torbet)	(WETHERSFIELD)
WBUF,	92.9,	91 KW @ 580,	AC	,	$ 90.00 (Mc-Guild)	Lincoln
WDCX,	99.5,	110 KW @ 640,	RELIGION	,	$ 21.00 (---)	Crawford
WGR ,	96.9,	13 KW @ 890,	AOR	,	$ 66.00 (Katz)	
WHTT,	104.1,	50 KW @ 500,	OLDIES	,	$ 62.00 (MMR)	Pyramid
WJYE,	96.1,	50 KW @ 480,	EZ/SOFT AC	,	$ 64.00 (Christal)	
WKSE,	98.5,	45 KW @ 380,	CHR	ABC R,	$ 66.00 (HNWH)	Price
WMJQ,	102.5,	105 KW @ 1347,	CHR	SOURCE,	$ 50.00 (Eastman)	
WPHD,	103.3,	49 KW @ 340,	CLASSIC AOR	RADRAD,	$ 47.00 (CBS)	Metroplex
WYRK,	106.5,	50 KW @ 390,	COUNTRY	,	$ 70.00 (Mc-Guild)	Stoner

CALL LETTER CHANGES

FORMAT CHANGES

WHTT changes from CLASSIC AOR to OLDIES (June)

STATION SALES

WJYE sold by Speed-O-Print to Williams for $6,000,000. (Schutz)..WECK sold for $600,000...WGKT, WPHD-F sold to Metroplex for $6,400,000 (Americom).

CHARLOTTE

Arbitron Rank/Pop (12+): 41/909,600
MSA Rank/Pop: 44/1,092,800
ADI # 31
Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 26/18
Diaries: 1225/743:1/54.3%
Sample Target: 1130
% Below Line: 4.5
% Not Listed: 15.2

1988 Revenue: $30,400,000
HH Inc.: $31,563
Retail $: 8.0 Bil
Pop per Station: 50,533
#1 Biller: WSOC-AF $5,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% – 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPEG-F (B)	167/11.4	10.6	10.7	9.9	9.4	10.6	199/2015	1514/16.6	17.4	16.0	86	11.8	195	1856	WPEG-F
2. WSOC-F (C)	133/ 9.1	14.4	12.7	15.6	14.7	12.9	300/3688	2111/23.2	22.4	25.2	89	9.8	162	2111	WSOC-F
3. WCKZ-AF (CHR)	127/ 8.7	8.5	8.3	8.5	9.4	8.5	236/2834	1711/18.7	19.6	18.6	72	16.0	262	2550	WCKZ-AF
4. WRFX-F (AOR)	109/ 7.5	7.2	7.3	6.9	7.6	7.2	161/2029	1405/15.4	15.0	16.9	125	7.2	119	1824	WRFX-F
5. WMXC-F (AC)	97/ 6.6	7.2	5.7	4.6	6.0	6.0	139/2348	1395/15.3	16.2	15.9	147	6.8	112	1588	WMXC-F
6. WLVK-F (C)	91/ 6.2	5.3	6.1	5.6	7.5	5.8	157/1982	1032/11.3	12.7	13.0	115	3.9	65	880	WLVK-F
7. WEZC-F (EZ)	88/ 6.0	5.3	5.8	5.7	4.4	5.7	131/1428	973/10.7	9.1	8.9	95	3.2	53	786	WEZC-F
8. WROQ-F (CHR)	82/ 5.6	4.9	5.3	4.7	6.0	5.1	156/2405	1231/13.5	13.1	16.7	79	6.5	107	1589	WROQ-F
WBT (MOR)	82/ 5.6	7.2	5.8	6.0	5.1	6.2	91/1370	1119/12.3	15.7	13.4	91	5.2	85	830	WBT
10. WWMG-F (AC)	65/ 4.5	3.6	3.9	4.8	4.7	4.2	130/1773	1022/11.2	11.0	11.7	140	4.2	69	1073	WWMG-F
11. WBCY-F (CHR)	56/ 3.8	3.8	5.0	4.7	4.8	4.3	146/2555	1202/13.2	14.1	16.2	95	5.1	84	1416	WBCY-F
12. WRDX-F (AC)	21/ 1.4	1.3	1.1	1.3	0.8	1.3	40/518	270/ 3.0	3.1	2.9	136	1.5	24	301	WRDX-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 88.84% (1099 of 1237) (SUM 88: 89.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-AF>>	1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WSOC-F	1 WRFX-F	1 WCKZ-AF	1 WSOC-F<	1 WPEG-F>	1 WPEG-F>>
2 WPEG-F	2 WRFX-F	2 WRFX-F	2 WRFX-F<	2 WMXC-F	2 WEZC-F<	2 WSOC-F<	2 WMXC-F<	2 WPEG-F	2 WCKZ-AF>	2 WBT
3 WROQ-F	3 WCKZ-AF	3 WCKZ-AF	3 WMXC-F	3 WRFX-F	3 WBT	3 WPEG-F	3 WSOC-F	3 WCKZ-AF	3 WSOC-F	3 WCKZ-F<
4 WBCY-F	4 WROQ-F>	4 WMXC-F	4 WLVK-F<	4 WSOC-F	4 WLVK-F	4 WBT	4 WPEG-F	4 WEZC-F	4 WBT	4 WSOC-F
5	5 WMXC-F	5 WLVK-F<	5 WSOC-F	5 WLVK-F	5 WMXC-F	5 WMXC-F	WEZC-F	5 WMXC-F<	5 WROQ-F>	5 WLVK-F>
6	6 WSOC-F	6 WSOC-F<	6 WCKZ-AF	6 WCKZ-AF	6 WPEG-F>	6 WCKZ-AF<	6 WLVK-F	6 WRFX-F	6	6 WLON
7	WBCY-F	7 WROQ-F	7 WWMG-F	WWMG-F	7	7 WLVK-F	7 WRFX-F	7	7	7
8	8 WWMG-F>	8	8	8	8	8	8 WROQ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F>>	1 WPEG-F>	1 WPEG-F	1 WPEG-F	1 WMXC-F	1 WCKZ-AF	1 WRFX-F	1 WRFX-F>	1 WRFX-F	1 WRFX-F>
2 WCKZ-AF>	2 WCKZ-AF	2 WCKZ-AF	2 WMXC-F	2 WPEG-F>	WROQ-F	2 WPEG-F	2 WPEG-F>	2 WPEG-F>	2 WSOC-F<
3 WSOC-F	3 WMXC-F<	3 WMXC-F	3 WCKZ-AF	3 WCKZ-AF	3 WPEG-F	3 WROQ-F	3 WROQ-F	3 WROQ-F<	3 WPEG-F
4 WRFX-F	4 WRFX-F	4 WRFX-F>	4 WLVK-F<	WLVK-F	4 WRFX-F>>	4 WCKZ-AF>>	4 WCKZ-AF	4 WCKZ-AF	4 WMXC-F
WMXC-F	5 WBCY-F	5 WBCY-F	5 WRFX-F	5 WSOC-F	5 WLVK-F	5	5 WSOC-F	5 WSOC-F<	5 WLVK-F<
WBCY-F	6 WROQ-F	6 WROQ-F>	6 WSOC-F	WEZC-F	6 WWMG-F>	6	6 WWMG-F>	6 WLVK-F<	6 WWMG-F
7 WLVK-F	7 WSOC-F	7	7	7 WBT <	7	7	7	7 WWMG-F	7
				8 WRFX-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	0.3/1.7
WGIV	1600	Charlotte	1.0/3.8
WGSP	1310	Charlotte	1.0/1.2
WLON	1050	Lincolnton	0.6/1.3
WLTC	1370	Gastonia	0.3/1.0
WSOC	930	Charlotte	0.4/2.5

WBBO-F	93.3	Forest City	0.4/1.1
WFGW	1010	Black Mountain	0.1/0.0
WFMX-F	105.7	Statesville	0.5/2.2
WKSI-F	98.7	Greensboro/W-S	0.8/1.5
WMIT-F	106.9	Black Mountain	0.8/3.8
WSPA-F	98.9	Spartanburg	0.8/2.1
WTQR-F	104.1	Winstn-Slm/Grns	0.6/1.6
WXRC-F	95.7	Hickory	0.3/3.0

RADIO STATIONS

WBT ,	1110,	50 KW (DA-N)	, MOR	MBS, NBC,	$ 78.00	(Banner)	Jeff-Pilot	
WGIV,	1600,	1 KW (DA-2)	, BLACK	NBN,	$ 25.00	(HNWH)	Broadcasting Partners	
WBCY-F,	107.9,	97 KW @ 1962,	CHR	,	$ 55.00	(Banner)	Jeff-Pilot	
WCKZ-F,	101.9,	100 KW @ 1000,	CHR/URBAN	US 2,	$ 45.00	(Durpetti)	Beasley	
WEZK-F,	102.9,	100 KW @ 1545,	BTFL/EZ	,	$ 42.00	(CBS)	Keymarket	(HICKORY)
WLVK-F,	96.9	100 KW @ 1554,	COUNTRY	ABC E,	$ 58.00	(Republic)	Capitol-Johnson	(STATESVILLE)
WMXV-F,	104.7,	100 KW @ 1230,	AC	,	$ 95.00	(MMR)	EZ	
WPEG-F,	97.9,	50 KW @ 400,	BLACK	RADRAD,	$ 64.00	(HNWH)	Broadcasting Part.	(CONCORD)
WRFX-F,	99.7,	100 KW @ 1044,	AOR	,	$ 80.00	(Mc-Guild)	Pyramid	(KANNAPOLIS)
WROQ-F,	95.1,	100 KW @ 1000,	CHR	US 1,	$ 50.00	(Republic)		
WSOC-F,	103.7,	100 KW @ 1003,	AC	,	$ 106.00	(Christal)	Cox	
WWMG-F,	96.1,	100 KW @ 1738,	AC/OLDIES	,	$ 51.00	(Eastman)	Voyager	(SHELBY)
WXRC-F,	95.7,	100 K2 @ 1276,	AOR	ABC R,	$ 25.00	(---)		(HICKORY)

MISCELLANEOUS COMMENTS: WRKX changes calls to WEZC (March)...WEZC changes to WMXC (March)... WLVK-F (Statesville) sold by Capitol (Johnson) to Trumper for $8,000,000 (Blackburn).

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/357,300
MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 17/17
Diaries: 708/505:1/45.7%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 16.4

1988 Revenue: $11,900,000
HH Inc.: $27,241
Retail $: 3.2 Bil
Pop per Station: 21,017
#1 Biller: WSKZ-F $2,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	112/18.0	19.2	15.0	17.9	20.0	17.5	190/2086	1162/32.5	30.5	29.8	86	25.5	162	1275	WSKZ-F
2. WUSY-F	(C)	76/12.2	12.6	12.9	14.0	10.6	12.9	205/2008	833/23.3	24.6	19.4	116	10.2	65	834	WUSY-F
3. WLMX-F	(AC)	62/10.0	10.5	12.4	8.6	7.9	10.4	64/816	750/21.0	21.6	19.8	140	9.3	59	763	WLMX-F
4. WDEF-F	(EZ)	60/ 9.6	10.3	12.9	13.4	10.4	11.6	68/906	674/18.9	20.8	20.8	79	7.1	45	557	WDEF-F
5. WDOD-F	(C)	50/ 8.0	9.4	8.5	7.8	9.2	8.4	76/1048	732/20.5	18.9	16.1	124	8.5	54	653	WDOD-F
6. WJTT-F	(B)	43/ 6.9	7.9	8.2	8.8	9.4	7.9	43/428	415/11.6	10.8	13.4	88	10.5	67	580	WJTT-F
7. WNOO	(B)	28/ 4.5	3.4	3.1	3.9	4.7	3.7	30/290	254/ 7.1	6.9	7.7	104	3.1	20	256	WNOO
8. WSGC-F	(AC)	23/ 3.7	3.6	0.7	----	----	2.0	25/333	304/ 8.5	8.5	0.0	165	4.2	27	351	WSGC-F
9. WDEF	(MOR)	14/ 2.2	3.8	4.4	3.1	4.1	3.4	14/241	227/ 6.4	8.5	9.4	68	2.5	16	260	WDEF
10. WYVY-F	(B)	13/ 2.1	1.1	2.7	2.1	3.3	2.0	13/293	276/ 7.7	5.3	9.1	95	1.4	9	176	WYVY-F
11. WDOD	(C)	12/ 1.9	2.3	2.2	1.8	3.5	2.0	13/290	213/ 6.0	6.3	7.4	63	3.0	19	244	WDOD
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 84.26% (439 of 521) (SUM 88: 80.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F<	1 WSKZ-F	1 WSKZ-F>	1 WSKZ-F>>	1 WJTT-F
2 WJTT-F	2 WLMX-F>	2 WLMX-F	2 WLMX-F	2 WUSY-F<	2 WDEF-F>	2 WUSY-F	2 WUSY-F	2 WUSY-F<	2 WJTT-F	2 WSKZ-F>
3	3 WJTT-F	3 WUSY-F>	3 WUSY-F>	3 WLMX-F>	3 WDOD-F>	3 WDEF-F>	3 WLMX-F	3 WLMX-F	3 WUSY-F	3 WMOC
4	4 WUSY-F>	4 WJTT-F	4 WDOD-F>	4 WDOD-F	4 WNOO	4 WLMX-F	4 WDEF-F	4 WDOD-F<	4 WNOO	4 WUSY-F
5	5 WDOD-F	WDOD-F	5 WJTT-F<	5 WDEF-F	WLMX-F<	WDOD-F	5 WDOD-F	5 WDEF-F	WLMX-F	WFLI
6	6	6	6 WSGC-F	6	6 WSKZ-F	6	6	6	6	6 WDEF-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F	1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F	1 WSKZ-F>	1 WLMX-F<
2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WLMX-F	2 WUSY-F	2 WLMX-F	2 WLMX-F>>	2 WLMX-F>	2 WLMX-F>	2 WSKZ-F<
3 WJTT-F>	3 WJTT-F>	3 WJTT-F	3 WUSY-F	3 WLMX-F	WJTT-F>	3 WUSY-F	3 WDOD-F	3 WUSY-F	3 WUSY-F
4 WYVY-F	4 WUSY-F>	4 WUSY-F>	4 WJTT-F>	4 WDEF-F	4	WDOD-F	4 WUSY-F	4 WDOD-F	4 WDOD-F>
WUSY-F>>	5 WYVY-F	5	5 WDEF-F	5 WJTT-F	5	5 WJTT-F	5 WSGC-F>>	5 WSGC-F	5 WSGC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.0/2.6
WFLI	1070	Lookout Mountn	0.6/3.7
WGOW	1150	Chattanooga	1.3/5.4
WLMX	980	Rossville/Chtng	
WMOC	1450	Chattanooga	0.3/2.8
WQCH	1590	Lafayette	1.3/1.3

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N) , MOR	CBS, NBC, $	30.00 (Katz) —	Park
WDOD, 1310, 5 KW (DA-N) , COUNTRY	ABC E, $	20.00 (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2) , RELIGION	ABC I, $	12.00 (---)	
WGOW, 1150, 5 KW/1 KW (DA-N) , TALK	SUN, $	20.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS) , BLACK	SBN, $	15.00 (Eastman)	
WDEF-F, 92.3, 97 KW @ 895, BTFL/EZ	ABC D, $	35.00 (Katz)	Park
WDOD-F, 96.5, 100 KW @ 1080, COUNTRY	ABC E, $	40.00 (Banner)	Bahakel
WJTT-F, 94.3, 3 KW @ 300, BLACK	RADRAD, $	22.00 (HNWH)	
WLMX-F, 105.5, 3 KW @ 270, AC	, $	44.00 (Republic)	(ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650, OLDIES	, $	N/A (---)	(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR	, $	57.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 500, COUNTRY	MBS, $	52.00 (Mc-Guild)	Colonial
WYVY-F, 102.3, 3 KW @ 287, CLASSIC ROCK	NBC, $	16.00 (Eastman)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,704,600

MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 42/42
Diaries: 3181/2108:1/50.5%
Sample Target: 3120
% Below Line: 0.0
% Not Listed: 9.7

1988 Revenue: $207,500,000
HH Inc.: $38,507
Retail $: 56.3 Bil
Pop per Station: 159,633
#1 Biller: WGN $33,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(N/T)	1196/ 9.3	9.1	9.5	8.6	10.0	9.1	1424/18580	14988/22.4	19.9	20.5	65	8.6	1052	14079	WGN
2. WGCI-F	(B)	861/ 6.7	6.2	7.4	6.7	7.7	6.8	861/8989	8972/13.4	13.4	14.5	100	11.2	1380	11838	WGCI-F
3. WBBM	(N/T)	703/ 5.5	5.3	4.8	6.0	5.4	5.4	741/13541	12209/18.2	19.6	17.4	67	4.7	584	9462	WBBM
4. WVAZ-F	(B)	625/ 4.9	4.7	6.0	4.2	3.9	4.9	630/7064	7010/10.5	10.3	11.3	127	5.6	687	7410	WVAZ-F
5. WLUP-F	(AOR)	569/ 4.4	4.8	4.8	4.3	4.5	4.6	580/8368	8116/12.1	13.1	12.5	118	5.7	705	9412	WLUP-F
6. WKQX-F	(AC)	561/ 4.4	4.0	3.1	4.1	3.1	3.9	600/8799	8443/12.6	13.4	12.0	130	2.9	356	8301	WKQX-F
7. WXEZ-AF	(EZ)	527/ 4.1	4.5	5.2	6.1	5.3	5.0	530/6176	6037/ 7.9	9.3	9.8	76	2.1	242	3223	WXEZ-AF
8. WCKG-F	(AOR)	491/ 3.8	4.1	4.0	4.3	3.8	4.1	541/8784	8314/12.4	11.6	10.1	116	5.1	627	8345	WCKG-F
9. WYTZ-F	(CHR)	478/ 3.7	4.4	3.6	4.0	4.0	3.9	515/10065	9008/13.4	14.1	13.0	51	5.1	623	12026	WYTZ-F
10. WUSN-F	(C)	471/ 3.7	2.7	3.4	3.0	2.4	3.2	484/5576	5368/ 8.0	7.3	6.8	127	3.3	400	4407	WUSN-F
11. WBBM-F	(CHR)	459/ 3.6	4.1	3.8	3.2	3.2	3.7	469/10219	9794/14.6	15.1	14.2	64	5.3	654	11913	WBBM-F
12. WLUP	(N/T)	451/ 3.5	2.5	3.1	2.8	2.9	3.0	476/5218	4888/ 7.3	8.2	5.9	137	2.8	344	3882	WLUP
13. WJMK-F	(AC)	449/ 3.5	2.8	3.4	4.2	3.7	3.5	496/9074	8146/12.1	10.4	11.4	146	3.3	408	7074	WJMK-F
14. WJJD	(BB)	335/ 2.6	3.0	2.7	2.3	1.9	2.7	352/4406	3976/ 5.9	6.6	4.7	42	2.3	277	3765	WJJD
15. WTMX-F	(AC)	332/ 2.6	2.6	2.7	3.0	2.7	2.7	342/5694	5331/ 8.0	8.2	8.3	150	2.3	283	3979	WTMX-F
16. WXRT-F	(AOR)	295/ 2.3	2.7	2.7	2.4	2.3	2.5	295/4134	4111/ 6.1	6.5	5.6	135	2.9	361	5022	WXRT-F
17. WNUA-F	(J/NA)	270/ 2.1	2.3	1.3	2.5	2.1	2.0	272/4421	4312/ 6.4	7.1	5.8	152	2.2	269	5001	WNUA-F
18. WLIT-F	(AC)	254/ 2.0	3.0	3.6	3.2	3.1	3.0	258/4441	4222/ 6.3	7.4	8.8	145	2.0	243	3440	WLIT-F
19. WOJO-F	(SP)	241/ 1.9	1.7	1.6	1.2	1.3	1.6	241/2197	2197/ 3.3	3.3	2.9	105	1.1	137	1562	WOJO-F
20. WMAQ	(N/T)	228/ 1.8	1.8	1.6	1.4	1.7	1.6	256/7242	6085/ 9.1	8.4	7.6	67	1.5	179	4275	WMAQ
21. WFYR-F	(AC)	200/ 1.6	2.0	1.9	1.8	2.4	.8	204/5453	5160/ 7.7	8.5	8.2	144	2.8	342	5816	WFYR-F
22. WLS	(AC)	177/ 1.4	1.6	1.6	1.6	1.9	1.5	287/5403	3583/ 5.3	5.7	5.5	93	1.5	187	2822	WLS
23. WIND	(SP)	174/ 1.4	1.0	0.5	0.8	0.7	0.9	174/1653	1647/ 2.5	2.3	1.9	121	0.4	48	925	WIND
24. WFMT-F	(CL)	171/ 1.3	1.4	1.2	1.3	1.2	1.3	175/3079	2984/ 4.5	5.2	4.1	100	1.3	154	3034	WFMT-F
25. WNIB-F	(CL)	164/ 1.3	1.2	1.3	1.4	1.3	1.3	164/3080	3000/ 4.5	4.8	4.3	100	0.7	84	1871	WNIB-F

12+ FM SHARE (METRO): 67.78% (7844 of 11573) (SUM 88: 68.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F	1 WLUP-F<	1 WGCI-F	1 WGCI-F	1 WGCI-F	1 WGN >	1 WGN >	1 WGN >	1 WGN	1 WGCI-F	1 WGN >>
2 WGCI-F	2 WGCI-F>	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F<	2 WBBM >	2 WBBM	2 WXEZ-AF<	2 WLUP <	2 WGN	2 WBBM >>
3 WBBM-F	3 WVAZ-F<	WLUP-F	3 WKQX-F<	3 WGN	3 WXEZ-AF>	3 WLUP-F	3 WGCI-F<	3 WGCI-F>	3 WVAZ-F	3 WGCI-F>>
4	4 WCKG-F	4 WKQX-F	4 WLUP-F	4 WKQX-F	4 WUSN-F<	4 WGCI-F	4 WKQX-F	4 WVAZ-F<	4 WBBM	4 WVAZ-F
5	5 WKQX-F	5 WCKG-F<	5 WLUP	5 WLUP-F<	5 WJJD	5 WXEZ-AF	5 WVAZ-F<	5 WCKG-F	5 WYTZ-F	5
6	6 WLUP	6 WLUP	WJMK-F	6 WJMK-F<	6 WJMK-F	WKQX-F	6 WCKG-F<	6 WKQX-F	6 WBBM-F	6
7	7 WBBM-F<	7 WJMK-F	7 WGN	7 WLUP	7 WVAZ-F	7 WVAZ-F	7 WLUP <	7 WBBM	7 WCKG-F	7
8	8 WXRT-F	8 WGN	WCKG-F	8 WUSN-F	8 WGCI-F	8 WBBM-F	8 WLUP-F	8 WXEZ-AF	8 WKQX-F	8
9	9 WYTZ-F	9 WUSN-F	9 WUSN-F	9 WCKG-F	9 WKQX-F	9 WJMK-F	9 WJMK-F	WLUP-F	9 WUSN-F<	9
10	10 WTMX-F	10 WXRT-F	10 WTMX-F	10 WTMX-F	10 WMAQ	10 WUSN-F	10 WUSN-F	WJMK-F	10 WLUP-F	10
						WLUP				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F	1 WGCI-F	1 WVAZ-F<	1 WGCI-F	1 WVAZ-F<
2 WBBM-F>	2 WKQX-F	2 WGCI-F<	2 WVAZ-F<	2 WKQX-F
3 WKQX-F	3 WVAZ-F	3 WKQX-F>	3 WKQX-F>	3 WGCI-F
4 WYTZ-F	4 WBBM-F	4 WLUP-F	4 WTMX-F<	4 WGN
5 WVAZ-F	5 WLUP-F	5 WTMX-F	5 WBBM-F	5 WTMX-F
6 WCKG-F	6 WTMX-F<	6 WBBM-F	6 WYTZ-F	6 WUSN-F<
7 WLUP-F>	7 WYTZ-F	7 WXRT-F	WUSN-F	7 WJMK-F
8 WTMX-F<	8 WCKG-F	8 WUSN-F<	WJMK-F	8 WXEZ-AF
9 WOJO-F	9 WXRT-F	9 WCKG-F	9 WLUP-F	9 WBBM
10 WXRT-F	10 WJMK-F	10 WLUP	10 WGN	10 WLUP-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUP-F>	1 WLUP-F>	1 WLUP-F	1 WLUP-F	1 WLUP-F<
2 WCKG-F	2 WCKG-F	2 WCKG-F	2 WLUP <	2 WLUP
3 WLUP	3 WGCI-F	3 WGCI-F	3 WCKG-F	3 WCKG-F<
4 WVAZ-F	4 WLUP	4 WLUP	4 WGCI-F	4 WGN
WGCI-F	5 WVAZ-F	5 WXRT-F	5 WVAZ-F	WGCI-F
6 WYTZ-F	6 WXRT-F	6 WVAZ-F	6 WJMK-F	6 WJMK-F
7 WXRT-F	7 WKQX-F>	7 WKQX-F	7 WXRT-F<	7 WVAZ-F<
8 WKQX-F	8 WBBM-F<	8 WJMK-F	8 WKQX-F	8 WUSN-F
WBBM-F>	9 WYTZ-F	9 WUSN-F	WGN	9 WKQX-F
10	10 WUSN-F	WGN	10 WUSN-F	10 WXRT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABT-F	103.9	Dundee/Chicago	0.3/0.6
WBUS-F	99.9	KANKAKEE	0.3/1.7
WGCI	1390	CHICAGO	0.6/2.1
WJOB	1230	HAMMOND	0.4/1.2
WJOL	1340	JOLIET	0.4/0.8
WJPC	950	CHICAGO	0.2/1.1
WJZQ-F	95.1	Kenosha	0.3/1.3
WLLI-F	96.7	Joliet	0.3/0.8
WLNR-F	106.3	LANSING/CHICAGO	0.6/2.6
WTAQ	1300	LA GRANGE	0.4/0.9
WVON	1450	CHICAGO	1.0/1.7
WVVX-F	103.1	Highland Park	0.3/1.1
WXLC-F	102.3	Waukegan	0.3/1.1
WYCA-F	92.3	HAMMOND	0.5/1.6
WYLL-F	106.7	DES PLAINES/CHI	0.5/1.5
WYSY-F	107.9	AURORA	0.6/2.6

RADIO STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 235.00	(CBS)	CBS
WGCI,	1390,	5 KW (DA-2)	, BLACK	,	$ N/A	(Mc-Guild)	Gannett
WGN ,	720,	50 KW	, TALK/VARIETY	ABC 1,	$ 300.00	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2),	NOSTALGIA	US 2,	$ 125.00	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N),	BLACK	NBN,-	$ 45.00	(---)	
WLS ,	890,	50 KW	, AC/TALK	ABC C,	$ 105.00	(Banner)	
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 115.00	(MMR)	Evergreen
WMAQ,	670,	50 KW	, NEWS	NBC APR,	$ 125.00	(Group W)	Westinghouse
WSBC,	1240,	1 KW	, REL./ETHNIC		25.00	(---)	
WVON,	1450,	1 KW	, BLACK TALK	MBS,	$ 50.00	(Roslin)	
WXEZ,	820,	5 KW/1 KW (DA-N),	BTFL/EZ	MBS,	$ N/A	(Republic)	Century

FM STATIONS

WBBM,	96.3,	6.2 KW @ 1174,	CHR	RADRAD,	$ 140.00	(CBS)	CBS
WCKG,	105.9,	4.2 KW @ 1575,	CLASSIC AOR	,	$ 150.00	(Katz)	Cox
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	,	$ 120.00	(HNWH)	
WFYRM	103.5,	4 KW @ 1548,	OLDIES	,	$ 124.00	(Republic)	Summit
WGCI,	107.5,	33 KW @ 600,	BLACK	,	$ 200.00	(Mc-Guild)	Gannett
WJMK,	104.3,	4 KW @ 1575,	OLDIES	US 2,	$ 170.00	(Katz)	Infinity
WKQX,	101.1,	6 KW @ 1170,	AC/CONTEMPORARY	SOURCE,	$ 165.00	(HNWH)	Emmis
WLIT,	93.9,	5 KW @ 1581,	SOFT AC	,	$ 172.00	(Christal)	Viacom
WLUP,	97.9,	6 KW @ 1174,	CHR	RADRAD,	$ 200.00	(MMR)	Evergreen
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	,	$ 100.00	(CMBS)	
WNUA,	95.5,	8 KW @ 1170,	JAZZ/NAC		$ 125.00	(Durpetti)	Pyramid
WOJO,	105.1,	6 KW @ 1174,	HISPANIC		$ 98.00	(Katz Hisp.)	Tichenor
WTMX,	101.9,	4 KW @ 1560,	AC		$ 163.00	(Mc-Guild)	Bonneville
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	[illegible],	$ 160.00	(MMR)	Cook Inlet
WVAZ,	102.7,	6 KW @ 1170,	BLACK AC	ABC F,	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ,	100.3,	6 KW @ 1167,	BTFL/EZ	MBS,	$ 175.00	(Republic)	Century
WXRT,	93.1,	7 KW @ 1310,	AOR	,	$ 153.00	(CBS)	
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	$ 158.00	(Banner)	Cap Cities/ABC

CALL LETTER CHANGES

WLAK changes to WLIT (Jan)
WCLR changes to WTMX (Feb)

FORMAT CHANGES

STATION SALES

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,165,500

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 27/22
Diaries: 1350/863:1/51.8%
Sample Target: 1340
% Below Line: 2.1
% Not Listed: 9.3

1988 Revenue: $49,200,000
HH Inc.: $33,116
Retail $: 12.0 Bil
Pop per Station: 52,977
#1 Biller: WLW $10,000,000

12+ METRO	— 1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLW (MOR)	267/13.4	12.0	8.8	8.5	11.4	10.7	367/5464	3883/33.3	29.8	27.7	81	11.0	228	4019	WLW
2. WEBN-F (AOR)	238/11.9	10.2	11.9	10.7	11.6	11.2	278/3711	2960/25.4	23.6	26.0	101	15.2	314	3516	WEBN-F
3. WKRQ-F (CHR)	193/ 9.7	10.6	9.4	9.2	10.3	9.7	279/4135	3064/26.3	27.3	24.8	80	12.2	252	3349	WKRQ-F
4. WOFX-F (AC)	117/ 5.9	6.0	4.6	5.5	4.4	5.5	145/2106	1667/14.3	13.9	10.4	131	5.3	109	1869	WOFX-F
5. WWNK-F (AC)	112/ 5.6	6.2	6.6	5.6	3.9	6.0	134/2369	1912/16.4	16.7	12.3	136	5.8	119	1959	WWNK-F
WWEZ-F (EZ)	112/ 5.6	7.1	9.2	9.0	8.2	7.7	152/2170	1586/13.6	13.5	15.3	61	5.1	105	1250	WWEZ-F
7. WRRM-F (AC)	106/ 5.3	6.1	5.3	6.1	5.2	5.7	121/2068	1771/15.2	14.2	13.8	140	5.8	119	1405	WRRM-F
8. WUBE-F (C)	105/ 5.3	4.8	4.6	6.4	4.2	5.3	146/1854	1222/10.5	11.1	10.8	126	8.1	167	1760	WUBE-F
9. WBLZ-F (B)	90/ 4.5	4.3	3.9	3.7	4.8	4.1	115/1670	1359/11.7	12.6	8.8	69	4.4	91	1643	WBLZ-F
10. WIZF-F (B)	87/ 4.4	4.0	3.5	3.1	3.6	3.8	94/1101	1052/ 9.0	8.3	6.3	111	4.2	87	1041	WIZF-F
11. WKRC (MOR)	81/ 4.1	5.0	6.6	4.6	5.9	5.1	91/1954	1626/14.0	14.5	15.6	100	3.8	78	1509	WKRC
12. WCKY (N/T)	60/ 3.0	3.8	4.9	5.7	4.0	4.3	71/1143	975/ 8.4	9.2	8.5	57	3.2	67	845	WCKY
13. WBVE-F (C)	50/ 2.5	2.8	2.7	2.7	3.5	2.7	89/1518	847/ 7.3	7.3	7.7	128	2.5	52	795	WBVE-F
14. WMLX (BB)	35/ 1.8	1.9	0.9	1.2	1.6	1.5	41/455	368/ 3.2	2.5	1.7	17	0.9	19	248	WMLX
15. WSAI (AC)	28/ 1.4	1.2	1.6	1.7	0.8	1.5	34/619	540/ 4.6	4.3	3.5	121	0.4	8	419	WSAI

12+ FM SHARE (METRO): 71.63% (1295 of 1808) (SUM 88: 70.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW >>	1 WEBN-F<	1 WEBN-F>	1 WEBN-F>	1 WLW >>	1 WIZF-F
2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WLW	2 WLW >	2 WWEZ-F	2 WLW >	2 WLW <	2 WLW <	2 WEBN-F<	2 WEBN-F<
3 WBLZ-F>>	3 WOFX-F>	3 WOFX-F	3 WKRQ-F	3 WKRQ-F<	3 WUBE-F	3 WKRQ-F	3 WKRQ-F	3 WKRQ-F>	3 WKRQ-F	3 WLW
4	4 WRRM-F	4 WLW	4 WOFX-F<	4 WOFX-F<	4 WKRC	4 WKRC	4 WWEZ-F	4 WOFX-F	4 WIZF-F	4 WUBE-F
5	5 WBLZ-F	5 WWNK-F	5 WWNK-F	5 WWNK-F<	5 WWNK-F	5 WUBE-F	5 WWNK-F	5 WWNK-F	WBLZ-F	5 WKRQ-F
6	6 WWNK-F<	6 WRRM-F	6 WRRM-F	6 WRRM-F	6	6 WWNK-F	6 WRRM-F	WRRM-F<	6 WOFX-F>	6 WOFX-F
7	7 WLW	7	7	7	7	WWEZ-F	7	7 WWEZ-F	7	WCKY >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F	1 WEBN-F	1 WEBN-F	1 WKRQ-F	1 WWNK-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F
2 WEBN-F>	2 WKRQ-F>	2 WRRM-F<	2 WWNK-F	2 WRRM-F	2 WKRQ-F>	2 WOFX-F>	2 WOFX-F>	2 WOFX-F<	2 WLW >
3 WBLZ-F	3 WWNK-F<	3 WKRQ-F	WEBN-F	3 WKRQ-F	3 WIZF-F	3 WKRQ-F	3 WLW	3 WLW	3 WOFX-F>
4 WOFX-F>	4 WRRM-F	4 WWNK-F>	4 WRRM-F>	4 WEBN-F	4 WOFX-F	4 WLW >	4 WKRQ-F>	4 WKRQ-F>	4 WKRQ-F
5 WWNK-F>	5 WOFX-F	5 WOFX-F	5 WOFX-F	5 WUBE-F	5 WBLZ-F>	5 WIZF-F	5 WWNK-F	5 WIZF-F	5 WUBE-F
6	6 WBLZ-F>	6 WIZF-F	6	6 WLW	6	6	6 WNOP >	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKW-F	93.3	Cincinnati	0.7/3.1
WCIN	1480	Cincinnati	0.4/1.9
WDJO	1230	Cincinnati	
WNOP	740	Newport	1.3/1.3
WRBZ-F	107.1	Milford	1.1/4.0
WSCH-F	99.3	Aurora	0.4/0.8
WTSJ	1050	Cincinnati	0.5/2.2
WGTZ-F	92.9	Eaton	0.4/1.6
WHKO-F	99.1	Dayton/Sprgfld	0.3/1.1
WPFB-F	105.9	Middletown	0.5/1.2
WTUE-F	104.7	Dayton	0.5/2.5
WVUD-F	99.9	Kettering	0.4/1.2

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	, $	25.00 (CMBS)		
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS, NBC, $	62.00 (CBS)	Federated	
WDJO,	1230,	1 KW	, OLDIES	NBC, US 2, $	25.00 (Christal)	American	
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR/AC	ABC E, $	90.00 (Katz)	Great American	
WLW ,	700,	50 KW	, MOR/TALK	ABC I, $	95.00 (Eastman)	Jacor	
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA	SMN, $	29.00 (---)		(FLORENCE, KY)
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	, $	20.00 (---)		(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	, OLDIES	, $	28.00 (MMR)	Booth	

FM STATIONS

WBLZ,	103.5,	19 KW @ 790,	BLACK	, $	59.00 (Republic)	Dalton	
WBVE,	96.5,	19 KW @ 810,	COUNTRY	ABC D, $	46.00 (Eastman)	Reams	(HAMILTON)
WEBN,	102.7,	15 KW @ 810,	AOR	, $	115.00 (Eastman)	Jacor	
WIZF,	100.9,	1 KW @ 466,	BLACK	ABC C, $	33.00 (HNWH)	Interurban	(ERLANGER, KY)
WKRQ,	101.9,	23 KW @ 690,	CHR	ABC F, $	105.00 (Katz)	Great American	
WOFX,	94.9,	27 KW @ 650,	OLDIES	MBS, $	66.00 (MMR)	Hoker	(FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	JAZZ/NAC	, $	33.00 (K & P)		(MILFORD)
WRRM,	98.5,	18 KW @ 810,	AC	, $	84.00 (Christal)	Susquehanna	
WUBE,	105.1,	14 KW @ 920,	COUNTRY	, $	75.00 (Christal)	American	
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	, $	70.00 (CBS)	Federated	
WWNK,	94.1,	32 KW @ 550,	AC	, $	65.00 (MMR)	Booth	

CALL LETTER CHANGES

FORMAT CHANGES

WOFX changes from AC to OLDIES

STATION SALES

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,754,500

MSA Rank/Pop: 24/1,843,700
ADI # 11
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 26/21
Diaries: 1634/1074:1/49.7%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 9.6

1988 Revenue: $45,900,000
HH Inc.: $33,340
Retail $: 13.8 Bil
Pop per Station: 83,547
#1 Biller: WMMS-F $8,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMJI-F	(AC)	297/ 9.0	6.9	6.3	6.1	7.0	7.1	349/4989	3829/21.8	19.1	19.2	158	6.8	203	3330	WMJI-F
2. WLTF-F	(AC)	289/ 8.8	9.0	7.3	8.3	8.3	8.4	345/5162	4011/22.9	21.3	19.3	135	7.6	226	2721	WLTF-F
3. WMMS-F	(AOR)	250/ 7.6	10.7	10.2	9.6	10.2	9.5	317/5184	3743/21.3	23.4	25.3	116	10.9	325	4556	WMMS-F
4. WNCX-F	(AOR)	249/ 7.6	7.3	5.1	6.6	5.3	6.7	305/3608	2900/16.5	14.5	12.5	116	8.2	245	2625	WNCX-F
5. WQAL-F	(EZ)	230/ 7.0	6.9	9.7	7.7	7.5	7.8	254/2949	2600/14.8	15.7	14.4	70	4.1	122	1507	WQAL-F
6. WZAK-F	(B)	209/ 6.4	6.4	7.2	7.3	7.5	6.8	259/2875	2311/13.2	12.0	12.4	81	10.9	325	2569	WZAK-F
7. WDOK-F	(AC)	184/ 5.6	6.6	6.2	6.6	6.3	6.3	248/3738	2726/15.5	16.5	15.6	109	4.8	144	2572	WDOK-F
8. WPHR-F	(CHR)	183/ 5.6	3.4	3.8	3.1	2.8	4.0	254/4195	2874/16.4	12.9	9.2	63	5.8	173	3124	WPHR-F
9. WWWE	(N/T)	180/ 5.5	4.6	4.6	4.9	7.0	4.9	237/4039	2942/16.8	15.2	18.7	93	5.1	152	2919	WWWE
10. WRMR	(BB)	145/ 4.4	4.5	4.5	5.5	4.8	4.7	196/1889	1471/ 8.4	10.8	7.6	20	3.0	89	1181	WRMR
11. WGAR-F	(C)	144/ 4.4	5.5	5.1	4.3	4.9	4.8	192/2754	2121/12.1	11.6	11.3	114	5.1	153	2104	WGAR-F
12. WNWV-F	(J/NA)	96/ 2.9	2.4	2.7	3.1	2.6	2.8	130/1859	1433/ 8.2	8.4	6.2	131	3.2	95	1965	WNWV-F
13. WERE	(T)	83/ 2.5	2.6	3.4	3.2	3.3	2.9	86/1688	1517/ 8.6	9.6	9.0	56	1.9	56	973	WERE
14. WRQC-F	(CHR)	82/ 2.5	3.1	2.9	2.9	3.4	2.8	86/1915	1836/10.5	10.1	11.4	60	3.5	105	2435	WRQC-F
15. WJMO	(B)	75/ 2.3	1.9	1.4	1.3	1.4	1.7	76/1073	1050/ 6.0	5.9	5.1	117	2.7	81	1219	WJMO
16. WABQ	(REL)	58/ 1.8	0.9	0.4	1.1	1.4	1.0	58/483	483/ 2.8	2.4	2.7	106	0.2	6	228	WABQ
17. WCLV-F	(CL)	51/ 1.6	2.1	3.0	2.7	1.6	2.3	65/1224	1026/ 5.8	5.9	4.5	100	2.9	87	1308	WCLV-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 79.14% (2352 of 2972) (SUM 88: 75.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WNCX-F	1 WMJI-F	1 WMJI-F	1 WMJI-F	1 WQAL-F	1 WMJI-F	1 WMJI-F	1 WLTF-F	1 WWWE	1 WZAK-F>>
2 WZAK-F	2 WMMS-F	2 WLTF-F	2 WLTF-F	2 WLTF-F>	2 WMJI-F	2 WMMS-F>	2 WLTF-F	2 WNCX-F	2 WZAK-F	2 WQAL-F
3 WRQC-F	3 WLTF-F	3 WNCX-F	3 WNCX-F	3 WNCX-F	3 WDOK-F	3 WLTF-F	3 WNCX-F	3 WMJI-F	3 WNCX-F	3 WLTF-F
4 WMMS-F>	4 WMJI-F	4 WMMS-F>	WMMS-F>	WMMS-F>	4 WWWE <	4 WQAL-F	4 WQAL-F	4 WMMS-F<	WLTF-F>	4 WMJI-F<
5	5 WZAK-F>	5 WZAK-F>	5 WZAK-F<	5 WDOK-F	5 WRMR <	5 WWWE	5 WMMS-F	5 WQAL-F	5 WMJI-F<	5 WNCX-F<
6	6 WPHR-F>	6 WPHR-F	6 WDOK-F	6 WZAK-F<	6 WLTF-F	6 WZAK-F	6 WDOK-F	6 WPHR-F<	6 WPHR-F	6 WWWE
7	7	7 WDOK-F	7 WGAR-F<	7 WWWE <	7 WGAR-F>	7 WDOK-F	7 WPHR-F	7 WZAK-F	7	WNWV-F
			8 WWWE	8 WGAR-F<						
				9 WQAL-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F	1 WLTF-F	1 WLTF-F<	1 WLTF-F>	1 WLTF-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WMJI-F>
2 WZAK-F	2 WMMS-F<	2 WMMS-F	2 WMJI-F	2 WMJI-F>	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WNCX-F
3 WPHR-F	3 WZAK-F	3 WMJI-F	3 WMMS-F<	3 WMMS-F	3 WZAK-F>	3 WMJI-F>	3 WMJI-F>	3 WMMS-F>	3 WMMS-F
4 WMMS-F	4 WNCX-F<	4 WNCX-F	4 WZAK-F	4 WDOK-F	4 WMJI-F	4 WLTF-F	4 WLTF-F>>	4 WLTF-F	4 WLTF-F
5 WNCX-F	5 WMJI-F	5 WZAK-F>	5 WPHR-F<	5 WZAK-F<	5 WPHR-F>	5 WZAK-F>	5	5 WZAK-F	5 WWWE
6 WMJI-F	6 WPHR-F>>	6 WPHR-F>	6 WNCX-F	6 WQAL-F	6	6	6	6 WWWE	6 WDOK-F
				WNCX-F					
				WGAR-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	0.5/1.2
WEOL	930	Elyria	0.3/1.3
WGAR	1220	Cleveland	0.4/3.2
WHK	1420	Cleveland	0.9/4.0
CKLW	800	Windsor	0.3/1.6
WKDD-F	96.5	Akron/Canton	1.0/6.8
WONE-F	97.5	Akron/Cleveland	1.0/4.2
WQMX-F	94.9	Medina/Akron	0.4/1.2
WREO-F	97.1	Ashtabula	0.3/1.6

AM STATIONS

WABQ	1540	1 KW (DAYS)	RELIGION	NBN	$ 20.00	(---)	
WERE	1300	5 KW (DA-1)	TALK	CBS, MBS	$ 52.00	(Banner)	Metroplex
WGAR	1220	50 KW (DA-N)	COUNTRY	ABC E	$ N/A	(HNWH)	Nationwide
WHK	1420	5 KW (DA-N)	BUSINESS NEWS	NBC, TALKNT	$ 37.00	(Katz)	Malrite
WJMO	1490	1 KW	BLACK	NBN, SBN	$ 34.00	(MMR)	TA/Shaw
WRMR	850	10 KW/5 KW (DA-2)	NOSTALGIA	APR	$ 44.00	(Christal)	Booth
WWWE	1100	50 KW	NEWS/TALK	ABC I, CNN	$ 80.00	(Eastman)	

FM STATIONS

WCLV	95.5	31 KW @ 625	CLASSICAL		$ 59.00	(HNWH)		
WDOK	102.1	12 KW @ 850	SOFT AC		$ 78.00	(Republic)		
WGAR	99.5	50 KW @ 500	COUNTRY	ABC E	$ 84.00	(HNWH)	Nationwide	
WLTF	106.5	11 KW @ 1060	AC	APR	$ 117.00	(Christal)	Booth	
WMJI	105.7	27 KW @ 900	AC		$ 105.00	(Eastman)	Jacor	
WMMS	100.7	34 KW @ 600	AOR	SOURCE, NBC	$ 165.00	(Katz)	Malrite	
WNCX	98.5	16 KW @ 960	CLASSIC AOR	ABC F, RADRAD	$ 75.00	(Banner)	Metroplex	
WNWV	107.3	50 KW @ 466	JAZZ/NAC	SMN	$ 58.00	(Torbet)		(ELYRIA)
WPHR	107.9	70 KW @ 385	CHR	SOURCE, US 1	$ 57.00	(Republic)	Ardman	
WQAL	104.1	11 KW @ 1060	BTFL/EZ		$ 102.00	(Christal)	ML/WIN	
WRQC	92.3	27 KW @ 234	CHR	ABC R, ABC F	$ 45.00	(MMR)	TA/Shaw	
WZAK	93.1	27 KW @ 620	BLACK	RADRAD	$ 81.00	(Durpetti)	Zapis	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

COLUMBUS, OH

Arbitron Rank/Pop (12+): 33/1,088,000

MSA Rank/Pop: 35/1,320,300
ADI # 33
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 22/19
Diaries: 1317/826:1/52.3%
Sample Target: 1280
% Below Line: 3.7
% Not Listed: 13.1

1988 Revenue: $38,500,000
HH Inc.: $32,109
Retail $: 9.8 Bil
Pop per Station: 57,263
#1 Biller: WLVQ-F $7,000,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WNCI-F	(CHR)	243/13.7	16.0	13.6	12.4	12.0	13.9	307/4452	3242/29.8	30.8	27.6	90	18.6	369	3942	WNCI-F
2.	WSNY-F	(AC)	188/10.6	10.8	10.3	11.1	8.8	10.7	206/2842	2550/23.4	23.9	20.5	135	9.9	197	2396	WSNY-F
3.	WXGT-F	(CHR)	135/ 7.6	5.4	6.5	5.9	7.0	6.3	151/2767	2272/20.9	19.1	19.3	75	9.3	185	2507	WXGT-F
4.	WLVQ-F	(AOR)	130/ 7.3	9.6	9.1	9.8	9.2	9.0	162/2367	1896/17.4	19.4	19.6	126	9.9	196	2302	WLVQ-F
5.	WBNS-F	(EZ)	128/ 7.2	7.6	8.0	8.1	8.6	7.7	150/2133	1806/16.6	16.9	15.7	68	6.9	137	1580	WBNS-F
6.	WTVN	(MOR)	126/ 7.1	7.0	6.8	8.3	8.0	7.3	174/2607	1914/17.6	16.3	16.8	104	6.4	127	1538	WTVN
7.	WHOK-F	(C)	100/ 5.6	5.6	6.6	4.3	5.1	5.5	152/1759	1170/10.8	10.0	10.2	127	3.6	71	1282	WHOK-F
8.	WMGG-F	(AOR)	90/ 5.1	5.2	4.1	5.0	6.1	4.8	109/1861	1587/14.6	15.0	11.5	108	5.3	104	1321	WMGG-F
9.	WVKO	(B)	83/ 4.7	3.9	4.4	4.1	4.5	4.3	83/891	891/ 8.2	6.5	8.5	89	5.6	110	1313	WVKO
10.	WCOL	(BB)	50/ 2.8	1.9	3.5	3.3	2.6	2.9	50/721	717/ 6.6	5.9	6.2	39	1.4	28	310	WCOL
11.	WLW	(MOR)	46/ 2.6	2.0	1.3	1.8	1.7	1.9	84/1476	842/ 7.7	6.2	3.9	96	1.8	36	529	WLW
12.	WMNI	(C)	44/ 2.5	2.6	2.7	2.5	2.4	2.6	45/526	497/ 4.6	5.2	5.1	92	2.7	54	860	WMNI
13.	WXMX-F	(?)	32/ 1.8	----	----	----	----	0.4	32/464	445/ 4.1	0.0	0.0	150	1.1	21	310	WXMX-F
14.	WCKX-F	(B)	29/ 1.6	1.0	2.1	1.5	2.4	1.5	29/613	608/ 5.6	3.6	4.4	94	1.2	23	584	WCKX-F
	WBBY-F	(J/NA)	29/ 1.6	2.1	1.5	1.8	2.2	1.8	29/776	747/ 6.9	6.2	5.4	131	2.1	41	520	WBBY-F
16.	WXLE-F	(O)	27/ 1.5	2.0	2.6	2.1	2.0	2.0	33/827	678/ 6.2	6.4	5.6	160	1.9	37	831	WXLE-F
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 73.63% (1139 of 1547) (SUM 88: 73.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F	1 WSNY-F	1 WBNS-F	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F	1 WNCI-F>>
2 WXGT-F>>	2 WLVQ-F	2 WSNY-F>	2 WNCI-F	2 WNCI-F>	2 WTVN	2 WTVN	2 WSNY-F>	2 WSNY-F	2 WSNY-F	2 WXGT-F
3	3 WSNY-F	3 WLVQ-F>	3 WLVQ-F>	3 WLVQ-F	3 WSNY-F	3 WSNY-F>	3 WBNS-F	3 WXGT-F	3 WXGT-F	WSNY-F
4	4 WXGT-F	4 WXGT-F	4 WTVN <	4 WTVN	4 WNCI-F	4 WLVQ-F	4 WLVQ-F<	4 WBNS-F<	4 WLW	WMGG-F
5	WMGG-F>	5 WMGG-F	5 WHOK-F	5 WHOK-F	5 WHOK-F	5 WBNS-F	5 WXGT-F>	5 WLVQ-F	5 WLVQ-F<	WHOK-F
6	6	6 WTVN <	6 WXGT-F	6	6	6	6	6	6 WVKO	6
7	7	7 WHOK-F	WMGG-F>	7	7	7	7	7	7 WMGG-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WNCI-F<	1 WSNY-F
2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F>>	2 WNCI-F>
3 WXGT-F>	3 WXGT-F	3 WVKO	3 WXGT-F>	3 WTVN
4 WLVQ-F	4 WVKO	4 WXGT-F	4 WVKO	4 WHOK-F
5 WVKO	5 WLVQ-F>	5 WLVQ-F	5 WTVN <	5 WXGT-F
6 WMGG-F>>	6	6 WXMX-F	6 WHOK-F	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F<	1 WLVQ-F>	1 WLVQ-F>>	1 WLVQ-F>	1 WLVQ-F>
2 WLVQ-F	2 WMGG-F	2 WMGG-F>	2 WNCI-F	2 WSNY-F
3 WMGG-F	3 WNCI-F	3 WNCI-F	3 WMGG-F	3 WNCI-F
4 WXGT-F>>	4 WXGT-F	4 WSNY-F	4 WSNY-F>	4 WMGG-F
5 WSNY-F	5 WSNY-F	5 WXGT-F	5 WXGT-F	5 WTVN <
6 WVKO	6	6 WHOK-F>	6 WTVN WHOK-F>	6 WHOK-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	0.9/4.4
WCLT	1430	Newark	0.8/1.5
WHTH	790	Heath	0.5/0.8
WRFD	880	Columbus/Wrthgt	0.4/2.8
WJR	760	Detroit	0.6/1.0
WMRN-F	106.9	Marion	0.4/1.3

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	ABC I, APR,	$ 35.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	SMN, CBS,	$ 30.00	(Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS. NBC,	$ 33.00	(Torbet)	
WRFD,	880,	9 KW (DAYS, DA)	, RELIGION	CNN,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR	ABC E,	$ 115.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @ 360,	JAZZ	US 2,	$ 32.00	(---)	
WBNS,	97.1,	36 KW @ 660,	BTFL/EZ	,	$ 70.00	(Banner)	Columbus Dispatch (LONDON)
WCKX,	106.3,	3 KW @ 328,	BLACK	NBN,	$ 30.00	(Roslin)	
WHOK,	95.5,	50 KW @ 492,	COUNTRY	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @ 753,	AOR	,	$ 143.00	(Katz)	Great American
WMGG,	99.7,	50 KW @ 500,	CLASSIC AOR	,	$ 62.00	(Torbet)	
WNCI,	97.9,	175 KW @ 565,	CHR	APR,	$ 144.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753,	AC	,	$ 134.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753,	CHR	RADRAD,	$ 70.00	(Christal)	Great Trails
WXLE,	103.1,	1.5 KW @ 455,	OLDIES	ABC F, MBS,	$ 31.00	(Durpetti)	Ragen Henry (LANCASTER)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,111,900
ADI # 8
MSA Rank/Pop: Dallas - 12/2,477,400
Ft. Worth - 37/1,306,800
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 30/30
Diaries: 2316/1344:1/51.3%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.1

1988 Revenue: $121,200,000
HH Inc.: $36,977
Retail $: 28.2 Bil
Pop per Station: 103,730
#1 Biller: KVIL-AF $19,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF (AC)	435/ 8.0	8.6	9.3	8.3	6.9	8.6	445/5269	5030/16.2	15.9	14.7	131	8.5	490	4609	KVIL-AF
2. WBAP (C)	401/ 7.3	6.6	5.1	6.2	6.4	6.3	606/8197	5259/16.9	15.8	15.3	90	4.9	296	5023	WBAP
3. KSCS-F (C)	361/ 6.6	6.9	6.7	7.4	6.2	6.9	422/6298	5326/17.1	16.2	13.7	112	7.4	443	4712	KSCS-F
4. KKDA-F (B)	305/ 5.6	5.9	8.5	7.2	6.9	6.8	334/4275	3800/12.2	12.4	12.1	95	7.5	449	3956	KKDA-F
5. KPLX-F (C)	300/ 5.5	7.3	6.6	6.5	6.7	6.5	350/5318	4556/14.6	16.6	15.5	118	6.8	405	3842	KPLX-F
6. KJMZ-F (B)	297/ 5.4	4.3	3.4	4.7	5.6	4.4	314/4818	4568/14.7	12.0	10.7	48	7.6	457	4823	KJMZ-F
7. KRLD (N/T)	293/ 5.3	4.3	4.8	5.9	5.3	5.1	350/6294	5062/16.3	14.2	16.1	74	3.9	233	3826	KRLD
8. KMEZ-AF (EZ)	240/ 4.4	4.2	4.5	1.7	2.5	3.7	249/2852	2684/ 8.6	9.1	5.9	48	2.7	162	1785	KMEZ-AF
9. KHYI-F (CHR)	228/ 4.2	4.3	4.8	5.0	6.3	4.6	248/5063	4656/15.0	15.1	16.0	57	4.6	276	4878	KHYI-F
10. KEGL-F (CHR)	221/ 4.0	4.4	4.5	4.5	4.9	4.3	282/5991	5051/16.2	15.4	16.1	85	5.2	313	4872	KEGL-F
11. KTXQ-F (AOR)	211/ 3.8	3.6	3.6	3.4	4.3	3.6	239/4177	3633/11.7	11.4	12.1	100	4.4	263	3550	KTXQ-F
12. KLTY-F (REL)	193/ 3.5	2.8	2.4	2.7	1.8	2.8	222/2505	2150/ 6.9	7.1	5.1	123	2.9	172	1963	KLTY-F
13. KOAI-F (J/NA)	187/ 3.4	3.3	2.3	2.6	2.3	2.9	201/2884	2623/ 8.4	8.9	6.9	144	3.5	208	2401	KOAI-F
14. KLUV-F (AC)	184/ 3.4	3.1	3.8	3.4	4.8	3.4	208/3843	3357/10.8	9.9	10.6	138	3.0	178	2553	KLUV-F
15. KZPS-F (AC)	158/ 2.9	2.7	2.4	2.7	2.6	2.7	194/3216	2752/ 8.8	8.8	7.7	145	3.5	207	2740	KZPS-F
16. KMGC-F (AC)	152/ 2.8	2.3	2.3	2.5	2.6	2.5	157/2780	2609/ 8.4	7.8	8.2	129	2.6	157	1933	KMGC-F
17. KQZY-F (AC)	149/ 2.7	2.8	3.7	2.8	2.7	3.0	167/2977	2651/ 8.5	7.9	7.8	122	2.0	121	2290	KQZY-F
18. KLIF (N/T)	143/ 2.6	2.7	2.6	3.3	2.8	2.8	162/2326	2114/ 6.8	6.5	5.7	115	2.1	126	1723	KLIF
19. KHVN (REL)	110/ 2.0	1.8	2.5	1.9	1.7	2.0	111/1230	1194/ 3.8	3.4	2.4	85	0.8	46	689	KHVN
20. KKDA (B)	100/ 1.8	2.6	1.7	1.7	1.6	2.0	107/1183	1082/ 3.5	4.2	2.8	139	1.5	91	824	KKDA
21. WRR -F (CL)	94/ 1.7	1.4	1.7	1.4	1.3	1.5	99/1802	1697/ 5.5	4.6	4.0	59	1.1	66	1310	WRR -F
22. KZEW-F (AOR)	88/ 1.6	2.2	2.4	2.6	2.4	2.2	101/2676	2426/ 7.8	7.2	9.9	106	3.1	188	2494	KZEW-F
23. KAAM (BB)	74/ 1.3	1.6	0.9	1.3	0.9	1.3	75/980	962/ 3.1	3.2	2.4	23	1.0	61	749	KAAM
24. KDGE-F (AOR)	61/ 1.1	1.4	0.7	0.7	0.5	1.0	64/1343	1236/ 4.0	3.0	1.7	45	1.4	81	1185	KDGE-F
25. KESS (SP)	55/ 1.0	0.7	1.5	1.0	1.6	1.0	55/687	670/ 2.2	1.9	3.1	120	0.7	40	617	KESS

12+ FM SHARE (METRO): 75.20% (3838 of 5104) (SUM 88: 76.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F	1 KTXQ-F	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 WBAP	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF	1 WBAP >	1 WBAP >>
2 KHYI-F>	KKDA-F<	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KVIL-AF	2 WBAP	2 KSCS-F	2 KSCS-F	2 KJMZ-F	2 KKDA-F>>
3 KKDA-F>	3 KJMZ-F	3 KPLX-F<	3 KPLX-F	3 WBAP <	3 KRLD	3 KRLD	3 KPLX-F<	3 KPLX-F	3 KKDA-F	3 KRLD
4 KEGL-F>	4 KVIL-AF	4 KKDA-F	4 WBAP <	4 KPLX-F	4 KMEZ-AF<	4 KSCS-F<	4 WBAP	4 WBAP	4 KHYI-F	4 KSCS-F
5	5 KEGL-F	5 KTXQ-F<	5 KKDA-F	5 KKDA-F	5 KSCS-F	5 KKDA-F	5 KMEZ-AF	KJMZ-F	5 KSCS-F	5 KMEZ-F
6	6 KSCS-F	6 KJMZ-F	6 KOAI-F	6 KOAI-F	6 KPLX-F>	6 KPLX-F	KRLD	6 KKDA-F	6 KEGL-F	KJMZ-F
7	KHYI-F<	7 WBAP	7 KLUV-F	7 KLUV-F	7 KLUV-F	7 KTXQ-F	7 KTXQ-F	7 KRLD	7 KMEZ-AF<	7 KLUV-F>>
8	8 KZPS-F	8 KOAI-F	8 KLTY-F<	8	KLIF	8	8	8	8 KPLX-F	8
		KEGL-F	9 KZPS-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJMZ-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KJMZ-F>	1 KTXQ-F	1 KTXQ-F	1 WBAP	1 WBAP
2 KTXQ-F	2 KKDA-F	2 KKDA-F	2 KSCS-F<	2 KSCS-F	2 KTXQ-F	2 KJMZ-F<	2 KKDA-F	KTXQ-F	2 KSCS-F
3 KKDA-F	3 KJMZ-F	3 KPLX-F	3 KPLX-F	3 KPLX-F>	3 KEGL-F>	3 KKDA-F	3 KZPS-F	3 KSCS-F<	3 KVIL-AF
KHYI-F	4 KEGL-F	KEGL-F	4 KKDA-F<	4 KLTY-F<	4 KHYI-F	4 KZPS-F<	4 KVIL-AF	4 KKDA-F	4 KPLX-F
5 KEGL-F<	5 KPLX-F	5 KSCS-F	5 KLTY-F	5 KQZY-F	5 KKDA-F	5 KEGL-F	5 KSCS-F	5 KVIL-AF	5 KKDA-F<
6 KSCS-F	6 KSCS-F<	6 KZPS-F	6 KJMZ-F<	KLUV-F<	6 KZEW-F<	6 KHYI-F<	KLTY-F<	6 KPLX-F<	6 KTXQ-F<
7	7 KHYI-F<	7	7 KMGC-F<	7 KKDA-F	7 KSCS-F>	7 KSCS-F<	7 WBAP	7 KZPS-F	7 KOAI-F<
8	8 KTXQ-F		8 KEGL-F	8	8	8	8 KZEW-F	KJMZ-F	8 KZPS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

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KFJZ    870    Ft. Worth/Dalls          0.3/0.7
KLDD    570    Dallas                   0.4/2.4
KSSA    1600   Plano                    0.5/1.0
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AM STATIONS

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KAAM,  1310,  5 KW (DA-N)        , NOSTALGIA                        , $  45.00 (Durpetti)     Bonneville
KESS,  1270,  5 KW (DA-1)        , HISPANIC                         , $  53.00 (Caballero)
KHVN,   970,  1 KW/270 W         , GOSPEL                        NBN, $  45.00 (Mc-Guild)
KKDA,   730,  500 W (DAYS)       , BLACK                         APR, $   N/A  (Katz)
KLDD,   570,  5 KW (DA-2)        , OLDIES                       US 1, $  43.00 (MMR)          Anchor
KLIF,  1190, 50 KW/5 KW (DA-2) , TALK                           NBC, $  75.00 (Eastman)      Susquehanna

KNRB,  1360,  5 KW/1 KW (DA-2) , RELIGION                       CBN, $  32.00 (----)         Marsh
KRLD,  1080, 50 KW (DA-N)        , NEWS                          CBS, $ 205.00 (CBS)          Command
KPBC,  1040,  1 KW (DAYS, DA)    , RELIGION                         , $  43.00 (---)          Crawford
KSKY,   660, 10 KW/500 W (DA-N), RELIGION                         , $  25.00 (---)          Broadcasting Partners
WBAP,   WBAP     820, 50 KW      , COUNTRY                     ABC I, $ 190.00 (Banner)       Cap Cities/ABC
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FM STATIONS

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KHYI,   94.9,  33 KW @ 1509, CHR                                    , $ 130.00 (MMR)          Evergreen
KJMZ,  100.3,  89 KW @ 1280, BLACK                              US 1, $ 110.00 (Mc-Guild)     Summit
KKDA,  104.5,  98 KW @ 1585, BLACK                               APR, $ 178.00 (Katz)
KEGL,   97.1,  97 KW @ 1460, CHR                               ABC C, $ 154.00 (Torbet)       Sandusky
KLTY,   94.1, 100 KW @ 1585, RELIGION                          ABC F, $  96.00 (HNWH)
KLUV,   98.7,  98 KW @ 1585, OLDIES                             US 2, $ 117.00 (MMR)          TK
KMEZ,  107.5,  25 KW @ 1264, BTFL/EZ                            US 2, $ 118.00 (Mc-Guild)     Gilmore
KMGC,  102.9, 100 KW @ 1572, SOFT AC/JAZZ                           , $ 116.00 (Christal)     Shamrock
KOAI,  106.1, 100 KW @ 1585, JAZZ/NAC                               , $  95.00 (HNWH)         Gannett

KPLX,   99.5, 100 KW @ 1680, COUNTRY                             APR, $ 235.00 (Eastman)      Susquehanna
KQZY,  105.3, 100 KW @ 1560, SOFT AC                                , $ 115.00 (Group W)      Westinghouse
KSCS,   96.3,  99 KW @ 1680, COUNTRY                                , $ 153.00 (Banner)       Cap Cities/ABC
KTXQ,  102.1, 100 KW @ 1420, AOR                               ABC R, $ 146.00 (CBS)          CBS
KVIL,  103.7, 100 KW @ 1550, AC                                     , $ 375.00 (Torbet)       Infinity
KZEW,   97.9,  99 KW @ 1680, AOR                              SOURCE, $ 100.00 (MMR)          Anchor
KZPS,   92.5,  96 KW @ 1685, OLDIES                                 , $ 100.00 (Durpetti)
KZRK,   94.5, 100 KW @ 1111, AOR                                 SMN, $  60.00 (Roslin)           (DENTON)
WRR ,  101.1,  98 KW @ 1510, CLASSICAL                              , $  70.00 (CMBS)         City of Dallas
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MISCELLANEOUS COMMENTS: KMEZ 1480 changes to KDBN...EZ to BUSINESS NEWS

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***************************************************** F O R M A T   C O D E S *************************************************
*                                                                                                                              *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                       T     - Talk                                       *
*  AC  - Adult Contemporary                                                 N     - News                                       *
*  O   - Oldies (1955 to near 1988)                                         SP    - Hispanic/Spanish                           *
*  B   - Black (audience predominantly Black - over 75%)                    BB    - Big Band, Nostalgia                        *
*  U   - Urban (majority of audience is non-white                           M     - Middle of Road (MOR), Full                 *
*              although a large segment is white)                                   Service, Variety                           *
*  EZ  - EZ listening, Beautiful Music                                      J/NA  - Jazz and New Age                           *
*  AOR - Album Oriented Rock, also includes Classic Rock                    R     - Religion, Christian, Christian Music*
*  CL  - Classical                                                          G     - Gospel                                     *
*  C   - Country                                                            E     - Ethnic                                     *
*                                                                           ?     - Others or Unknown                          *
*                                                                                                                              *
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DAYTON

Arbitron Rank/Pop (12+): 48/802,200

MSA Rank/Pop: 55/935,200
ADI # 49
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 24/17
Diaries: 1172/684:1/53.1%
Sample Target: 1110
% Below Line: 14.7
% Not Listed: 11.1

1988 Revenue: $22,700,000
HH Inc.: $33,262
Retail $: 6.4 Bil
Pop per Station: 47,188
#1 Biller: WHIO $3,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F (AOR)	131/10.1	9.2	12.1	14.7	14.1	11.5	160/2317	1822/22.7	18.9	22.3	121	12.2	173	1741	WTUE-F
2. WGTZ-F (CHR)	123/ 9.5	7.3	8.6	11.0	10.5	9.1	190/2700	1725/21.5	20.4	29.2	89	10.7	152	1946	WGTZ-F
3. WHKO-F (C)	111/ 8.5	8.4	9.0	9.1	10.0	8.8	158/1911	1350/16.8	17.4	19.5	104	5.9	83	971	WHKO-F
4. WWSN-F (AC)	101/ 7.8	6.5	7.3	8.7	6.0	7.6	124/1679	1292/16.1	14.5	12.5	149	4.5	64	957	WWSN-F
WAZU-F (AOR)	101/ 7.8	7.3	3.7	0.7	0.7	4.9	136/1620	1193/14.9	14.4	2.6	74	9.2	130	1403	WAZU-F
6. WHIO (MOR)	92/ 7.1	8.8	8.4	8.1	9.2	8.1	100/1548	1386/17.3	19.9	17.7	54	6.4	91	1492	WHIO
7. WVUD-F (AC)	69/ 5.3	6.1	5.8	5.6	6.3	5.7	88/1182	958/11.9	14.2	11.6	121	3.6	51	524	WVUD-F
8. WLW (MOR)	65/ 5.0	4.9	3.7	4.2	5.0	4.4	179/2790	990/12.3	12.4	11.7	100	5.7	81	914	WLW
9. WYMJ-F (CHR)	50/ 3.8	2.9	3.6	4.4	3.1	3.7	52/961	893/11.1	9.4	12.6	126	4.4	63	1024	WYMJ-F
10. WONE (C)	43/ 3.3	4.7	4.7	4.3	6.0	4.3	59/814	592/ 7.4	10.3	11.3	130	3.3	47	839	WONE
WBLZ-F (B)	43/ 3.3	5.6	3.2	3.7	4.6	4.0	57/892	606/ 7.6	8.8	8.6	94	6.4	90	1027	WBLZ-F
12. WCLR-F (EZ)	39/ 3.0	2.7	1.0	2.3	1.3	2.3	53/692	518/ 6.5	5.4	2.3	70	2.3	32	280	WCLR-F
13. WDAO (B)	32/ 2.5	1.9	3.3	1.0	2.4	2.2	32/455	441/ 5.5	4.2	4.1	64	3.7	52	526	WDAO
14. WBVE-F (C)	23/ 1.8	2.2	4.6	3.9	4.4	3.1	62/1045	418/ 5.2	6.9	8.2	94	1.3	19	427	WBVE-F
WBNS-F (EZ)	23/ 1.8	0.4	----	----	----	0.6	30/277	177/ 2.2	1.4	0.0	17				WBNS-F
WFCJ-F (REL)	23/ 1.8	0.8	1.0	0.7	0.8	1.1	29/393	263/ 3.3	2.7	3.4	144	0.8	12	231	WFCJ-F
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 76.82% (888 of 1156) (SUM 88: 71.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>	1 WTUE-F	1 WTUE-F>	1 WTUE-F	1 WTUE-F<	1 WHKO-F	1 WHIO	1 WWSN-F	1 WTUE-F	1 WTUE-F<	1 WHIO >>
2 WAZU-F>>	2 WAZU-F	2 WGTZ-F<	2 WWSN-F>	2 WWSN-F	2 WHIO >	2 WGTZ-F<	2 WHKO-F	2 WHKO-F<	2 WLW	2 WAZU-F<
3 WTUE-F	3 WGTZ-F>	3 WWSN-F	3 WGTZ-F	3 WHKO-F<	3 WWSN-F	3 WWSN-F	WGTZ-F<	3 WGTZ-F	3 WAZU-F	3 WHKO-F
4	4 WWSN-F>	4 WAZU-F>	4 WHKO-F	4 WGTZ-F	4 WVUD-F	WTUE-F	4 WTUE-F	4 WWSN-F<	4 WGTZ-F	4 WTUE-F>
5	5 WBLZ-F	5 WHKO-F	5 WAZU-F<	5 WVUD-F	5 WCLR-F<	5 WHKO-F	5 WAZU-F<	5 WAZU-F	5 WHKO-F	5
6	6 WYMJ-F	6	6 WVUD-F	6 WAZU-F	6 WONE	6 WVUD-F	6 WVUD-F	6	6 WHIO	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGTZ-F>	1 WGTZ-F	1 WGTZ-F	1 WGTZ-F	1 WWSN-F
2 WTUE-F	2 WTUE-F>	2 WTUE-F	2 WWSN-F	2 WHKO-F<
3 WAZU-F	3 WWSN-F	3 WWSN-F>	3 WTUE-F>	3 WGTZ-F
4 WBLZ-F>	4 WAZU-F>	4 WAZU-F	4 WHKO-F	4 WTUE-F
5 WYMJ-F	5 WYMJ-F	5 WVUD-F	5 WVUD-F	5 WVUD-F
WDAO	WVUD-F	6 WYMJ-F>	6 WYMJ-F	6
			WAZU-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAZU-F>	1 WTUE-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>
2 WTUE-F>>	WAZU-F>>-	2 WAZU-F>	2 WAZU-F>	2 WWSN-F
3 WGTZ-F>>	3 WGTZ-F>	3 WGTZ-F>	3 WWSN-F	3 WLW
4	4 WBLZ-F	4 WBLZ-F	4 WGTZ-F	4 WAZU-F
5	5 WWSN-F	WWSN-F	5 WLW	5 WHKO-F
6	6	6	6	WGTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WING	1410	Dayton	1.1/4.8
WKSW-F	101.7	Urbana	0.5/1.1
WPFB	910	Middletown	1.2/2.1
WPFB-F	105.9	Middletown	0.6/2.4
WPTW	1570	Piqua	0.5/1.0
WKRQ-F	101.9	Cincinnati	0.7/2.7
WOFX-F	94.9	Fairfield	1.2/4.6
WWEZ-F	92.5	Cincinnati	0.9/2.8

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, $ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, CBS, $ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC D, ABC I, $ 45.00 (Mc-Guild)	Summitt
WAZU-F, 102.9, 50 KW @ 493	, AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492	, RELIGION	APR, $ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590	, CHR	, $ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060	, COUNTRY	, $ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590	, COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500	, AOR	, $ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500	, AC	ABC E, $ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420	, AC	, $ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528	, CHR	US 1, $ 40.00 (Banner)	

DENVER

Arbitron Rank/Pop (12+): 24/1,582,800
MSA Rank/Pop: 27/1,664,300
ADI # 19
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 29/29
Diaries: 1648/960:1/53.2%
Sample Target: 1490
% Below Line: 0.0
% Not Listed: 9.5

1988 Revenue: $63,800,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 54,579
#1 Biller: KOA $8,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRXY-AF (CHR)	211/ 7.5	7.0	7.0	5.8	7.1	6.8	231/3672	3277/20.6	18.3	19.5	57	9.5	273	3744	KRXY-AF
2. KXKL-F (AC)	200/ 7.1	7.3	6.8	6.3	7.1	6.9	251/3523	2848/17.9	19.4	15.7	113	5.5	165	2372	FXKL-F
3. KBCO-AF (AOR)	194/ 6.9	8.2	7.5	8.3	8.8	7.7	211/2490	2249/14.1	15.3	15.3	135	9.9	291	2716	KBCO-AF
4. KYGO-F (C)	176/ 6.3	6.5	6.9	5.0	4.2	6.2	205/2760	2299/14.4	13.2	10.2	106	6.2	187	2042	KYGO-F
5. KOA (N/T)	170/ 6.1	6.2	6.4	7.9	5.9	6.7	268/4203	2808/17.6	19.0	17.3	80	4.8	143	2197	KOA
6. KOSI-F (EZ)	162/ 5.8	6.3	6.3	7.2	6.8	6.4	212/2574	2122/13.3	14.3	14.5	64	3.2	97	1636	KOSI-F
7. KAZY-F (AOR)	151/ 5.4	6.3	5.4	5.8	6.5	5.7	179/2472	2017/12.7	14.4	13.7	87	8.1	243	2413	KAZY-F
8. KXLT-F (AC)	149/ 5.3	4.2	4.7	4.4	4.2	4.7	156/2223	2136/13.4	12.3	11.5	132				KXLT-F
9. KQKS-F (CHR)	143/ 5.1	4.9	5.5	4.8	4.7	5.1	199/3105	2472/15.5	15.0	12.5	57	6.7	202	2595	KQKS-F
10. KBPI-F (AOR)	113/ 4.0	3.5	5.1	5.2	6.0	4.4	138/2739	2316/14.5	14.0	16.0	82	6.2	185	3227	KBPI-F
11. KSYY-F (AC)	112/ 4.0	2.7	2.0	1.8	1.7	2.6	129/1887	1678/10.5	8.8	4.8	138	1.1	33	836	KSYY-F
KRFX-F (AC)	112/ 4.0	4.0	3.6	2.7	4.1	3.6	131/2330	1972/12.4	12.8	14.1	135	3.6	108	1961	KRFX-F
13. KHOW (MOR)	94/ 3.4	3.2	2.4	2.7	3.0	2.9	112/1574	1313/ 8.2	7.3	8.1	109	1.8	55	1311	KHOW
14. KVOD-F (CL)	90/ 3.2	3.3	4.2	3.2	3.5	3.5	104/1187	1056/ 6.6	8.5	8.8	75	2.4	72	1277	KVOD-F
15. KLZ (C)	82/ 2.9	2.0	2.2	2.4	2.8	2.4	118/1607	1084/ 6.8	5.9	5.7	97	1.8	53	1077	KLZ
16. KHIH-F (J/NA)	72/ 2.6	2.8	2.5	3.2	1.8	2.8	83/1363	1281/ 3.0	7.1	5.5	146	3.9	116	1415	KHIH-F
17. KEZW (BB)	60/ 2.1	2.4	3.4	1.9	2.0	2.5	63/825	781/ 4.9	4.9	4.0	48	1.7	52	575	KEZW
18. KYBG (?)	40/ 1.4	0.5	0.6	0.9	0.6	0.9	46/597	553/ 3.5	2.8	2.6	150	0.9	27	449	KYBG
19. KYGO (C)	32/ 1.1	1.5	1.5	1.7	1.0	1.5	35/650	505/ 3.2	3.5	2.7	109	1.1	34	543	KYGO
KBXG (N/T)	32/ 1.1	1.0	----	0.4	1.7	0.6	38/830	689/ 4.3	3.3	5.3	73	0.9	27	494	KBXG

12+ FM SHARE (METRO): 76.39% (1935 of 2533) (SUM 88: 74.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KOSI-F	1 KOA	1 KBCO-AF	1 KRXY-AF	1 KRXY-AF>	1 KOA >>
2 KRXY-AF	2 KRXY-AF	2 KXKL-F	2 KXKL-F	2 KXKL-F	KOA >	2 KXKL-F<	2 KRXY-AF	2 KBCO-AF<	2 KQKS-F	2 KYGO-F
3	3 KAZY-F	3 KRXY-AF	3 KXLT-F	3 KXLT-F	3 KYGO-F	3 KBCO-AF	3 KOSI-F<	3 KXKL-F	3 KXKL-F<	KOSI-F
4	4 KXKL-F	4 KAZY-F<	4 KYGO-F	4 KYGO-F	4 KVOD-F<	4 KYGO-F<	4 KXKL-F	4 KAZY-F<	4 KAZY-F<	4 KXKL-F<
5	5 KBPI-F	5 KXLT-F	5 KRFX-F	5 KSYY-F<	5 KXKL-F	5 KRXY-AF	5 KYGO-F<	5 KYGO-F	5 KBCO-AF	5 KRXY-F<
6	6 KXLT-F<	6 KYGO-F	6 KAZY-F<	6 KRFX-F	6 KHOW	6 KXLT-F	6 KOA <	6 KXLT-F<	6 KOA	6 KXLT-F
7	7 KRFX-F	7 KRFX-F<	7 KSYY-F	7 KOA	7 KLZ	7 KOSI-F	7 KXLT-F<	7 KQKS-F	7 KYGO-F	KAZY-F
8	8	8	8	8	8	KHOW >	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KYGO-F<
2 KXKL-F<	2 KBCO-AF	2 KSYY-F	2 KXKL-F	2 KSYY-F<
3 KQKS-F<	KXKL-F	3 KXLT-F	3 KXLT-F	3 KXLT-F<
4 KBPI-F	4 KXLT-F	4 KRXY-AF	4 KYGO-F	4 KXKL-F
5 KXLT-F	5 KQKS-F	KXKL-F	5 KBCO-AF	5 KBCO-AF
6 KAZY-F	6 KYGO-F<	6 KYGO-F	6 KSYY-F	6 KRXY-AF<
7 KYGO-F	7 KSYY-F	KRFX-F	7 KQKS-F	7 KOSI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAZY-F	1 KBCO-AF<	1 KBCO-AF>	1 KBCO-AF	1 KBCO-AF>
2 KRXY-AF>	2 KAZY-F>	2 KAZY-F	2 KAZY-F	2 KXKL-F
3 KBPI-F>	3 KBPI-F	3 KRFX-F	3 KXKL-F>	3 KAZY-F<
4 KBCO-AF	4 KXKL-F	4 KXLT-F	4 KRFX-F<	4 KRFX-F<
5 KXKL-F>>	5 KRXY-AF	KXKL-F	5 KRXY-AF<	5 KXLT-F
6 KZRZ-F	6 KRFX-F	6 KBPI-F	6 KBPI-F	6 KYGO-F<
7 KTCL-F	7 KXLT-F	7 KYGO-F	7 KXLT-F	7 KOA >

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDEN	1340	Denver	0.5/2.4
KDHT-F	92.5	Greeley	0.9/1.6
KDKO	1510	Littleton/Denve	0.7/2.6
KRZN	760	Englewood	0.8/3.3
KTCL-F	93.3	Denver	0.7/2.8
KXKL	1280	Denver	0.5/1.9
KZRZ-F	92.1	Castle Rock	0.8/3.4

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN,	$ N/A	(Banner)	Sandusky
KDEN,	1340,	1 KW	, TALK	ABC C, MBS,	$ 35.00	(Savalli)	
KDDO,	1510,	10 KW/1 KW (DA-1)	, BLACK	,	$ 40.00	(---)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 45.00	(Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC,	$ 78.00	(Republic)	Legacy
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION		$ 18.00	(---)	Mortenson
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	ABC I,	$ 70.00	(Mc-Guild)	Summit
KOA ,	850,	50 KW	, NEWS/TALK	ABC I, ABC E,	$140.00	(Eastman)	Subrink
KCXI,	1550,	10 KW (DAYS)	, RELIGION	,	$ 25.00	(---)	
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES	,	$ 37.00	(Christal)	Genesis/Booth
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2,	$ N/A	(CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R,	$ 90.00	(Mc-Guild)	Summit	
KBCO,	97.3,	88 KW @ 1541,	AOR	,	$170.00	(MMR)	Noble	(BOULDER)
KBPI,	105.9,	100 KW @ 1433,	AOR	SOURCE,	$100.00	(Banner)	Sandusky	
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN,	$ 70.00	(Banner)	Adams	(BOULDER)
KMJI,	100.3,	100 KW @ 350,	AC	,	$100.00	(Christal)	Genesis/Booth	
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ	,	$ 95.00	(Torbet)		
KQKS,	104.3,	28 KW @ 1400,	CHR	,	$ 71.00	(HNWH)	Western Cities	(LONGMONT)
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS,	$ 80.00	(Eastman)	Jacor	
KRXY,	107.5,	91 KW @ 1149,	CHR	,	$109.00	(Katz)	Cap Cities/ABC	
KSYY,	95.7,	100 KW @ 725,	SOFT AC	,	$ 81.00	(Republic)	Legacy	
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS,	$ 40.00	(Mc-Guild)		(FT.COLLINS)
KVOD,	99.5,	100 KW @ 300,	CLASSICAL	,	$ 75.00	(Katz)	Henry	
KXKL,	105.1,	100 KW @ 1150,	OLDIES	MBS,	$137.00	(Durpetti)	Shamrock	
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2,	$112.00	(CBS)	Jeff-Pilot	
KZRZ,	92.1,	.8 KW @ 610,	AOR	,	$ 35.00	(Banner)	Century	(CASTLE ROCK)

MISCELLANEOUS COMMENTS: KJIM 1150 - RELIG. (Used to be KRZN)
KRZN 760 - OLDIES (Used to be KJIM)

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DETROIT

Arbitron Rank/Pop (12+): 6/3,570,000
MSA Rank/Pop: 5/4,346,200
ADI # 7
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 32/29
Diaries: 2363/1511:1/50.1%
Sample Target: 2310
% Below Line: 1.3
% Not Listed: 8.6

1988 Revenue: $103,000,000
HH Inc.: $35,744
Retail $: 37.9 Bil
Pop per Station: 123,103
#1 Biller: WJR $20,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	571/ 9.2	9.9	9.6	9.0	12.4	9.4	790/10117	7135/20.0	24.6	27.7	62	6.8	490	6989	WJR
2. WJLB-F (B)	396/ 6.4	7.4	6.9	7.0	7.8	6.9	424/5323	4970/13.9	15.0	15.4	75	10.0	723	7041	WJLB-F
3. WJOI-F (EZ)	313/ 5.0	5.5	5.5	4.7	5.1	5.2	318/3990	3841/10.8	12.3	11.6	70	2.9	208	3683	WJOI-F
4. WDFX-F (CHR)	277/ 4.4	4.5	4.1	5.4	3.1	4.6	298/5907	5394/15.1	14.9	11.4	50	7.3	528	7621	WDFX-F
5. WHYT-F (CHR)	268/ 4.3	3.8	4.4	3.4	5.3	4.0	290/6520	5854/16.4	17.0	18.7	70	5.4	389	7499	WHYT-F
6. WKQI-F (CHR)	262/ 4.2	4.3	4.0	4.4	4.0	4.2	284/6911	6122/17.1	17.8	17.4	124	4.3	311	5496	WKQI-F
7. WNIC-F (AC)	256/ 4.1	3.8	4.0	4.9	4.8	4.2	274/4709	4341/12.2	13.7	14.2	134	4.3	309	3553	WNIC-F
8. WOMC-F (AC)	254/ 4.1	2.6	3.6	4.4	3.2	3.7	259/4148	3906/10.9	9.7	9.8	141	3.0	215	2497	WOMC-F
WLTI-F (AC)	254/ 4.1	3.7	3.5	2.6	2.5	3.5	263/3870	3561/10.0	11.1	6.7	129	2.7	195	3299	WLTI-F
10. WWJ (N/T)	243/ 3.9	4.5	4.6	5.1	4.9	4.5	253/4955	4680/13.1	14.9	13.8	62	2.4	177	3300	WWJ
11. WJZZ-F (J/NA)	239/ 3.8	2.5	2.1	1.7	1.7	2.5	244/3227	3072/ 8.6	7.3	5.3	150	4.0	289	3114	WJZZ-F
12. WCSX-F (AOR)	224/ 3.6	3.9	3.3	3.4	3.0	3.5	268/4484	3843/10.8	11.9	10.5	139	4.6	331	4266	WCSX-F
13. WWWW-F (C)	220/ 3.5	4.3	5.2	4.7	4.5	4.4	244/3935	3549/ 9.9	10.2	10.0	129	4.5	328	3492	WWWW-F
14. WXYT (N/T)	205/ 3.3	3.7	3.4	3.1	3.2	3.4	210/2939	2831/ 7.9	8.4	7.0	82	3.1	228	2160	WXYT
15. WLLZ-F (AOR)	204/ 3.3	4.1	4.7	3.8	3.8	4.0	211/4763	4172/11.7	14.2	13.0	82	5.5	399	5741	WLLZ-F
16. WRIF-F (AOR)	199/ 3.2	3.8	3.5	3.6	3.0	3.5	227/5476	4584/12.8	13.3	13.1	122	5.3	381	5675	WRIF-F
17. CKLW (BB)	198/ 3.2	3.2	3.2	3.3	3.2	3.2	268/3686	2746/ 7.7	6.6	8.6	44	2.2	163	2335	CKLW
18. WKSG-F (AC)	165/ 2.7	2.1	2.2	3.4	3.1	2.6	166/2916	2856/ 8.0	7.2	7.9	141	2.8	205	2626	WKSG-F
19. CKMR-F (AC)	136/ 2.2	1.9	1.6	2.1	1.5	2.0	168/2623	2195/ 6.1	5.6	5.8	155	1.9	138	1441	CKMR-F
20. WMTG (AC)	117/ 1.9	1.5	1.0	1.3	0.9	1.4	118/1381	1375/ 3.9	3.8	2.4	158	1.3	95	798	WMTG
21. WQRS-F (CL)	96/ 1.5	1.8	1.8	1.5	1.2	1.6	103/1933	1744/ 4.9	5.2	4.1	113	1.2	90	1582	WQRS-F
22. WQBH (B)	88/ 1.4	1.1	1.0	1.0	1.4	1.1	88/1100	1072/ 3.0	3.7	3.0	71	0.6	40	912	WQBH
23. WGPR-F (B)	85/ 1.4	1.6	1.5	1.1	1.7	1.4	90/2445	2235/ 6.3	7.1	5.2	71	1.8	134	2457	WGPR-F
24. WVAE-F (J/NA)	77/ 1.2	1.3	1.4	1.3	1.1	1.3	80/1477	1340/ 3.8	4.3	4.5	142	1.2	84	1308	WVAE-F
25. WCXI (C)	74/ 1.2	1.5	1.8	1.3	1.3	1.5	77/1410	1275/ 3.6	4.3	3.4	83	1.2	86	908	WCXI

12+ FM SHARE (METRO): 71.09% (4046 of 5691) (SUM 88: 68.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDFX-F	1 WJLB-F	1 WJLB-F	1 WNIC-F<	1 WOMC-F<	1 WJR >	1 WJR >	1 WJR	1 WJR	1 WJLB-F	1 WJLB-F
2 WJLB-F	2 WCSX-F<	2 WNIC-F	2 WJZZ-F<-	2 WJZZ-F	2 WJOI-F	2 WWJ	2 WJOI-F	2 WJLB-F	2 WJR >	2 WJR >>
3 WHYT-F>>	3 WRIF-F	3 WKQI-F	3 WOMC-F<	WJR <	3 WWJ	3 WKQI-F	3 WLTI-F	3 WJOI-F<	3 WJZZ-F	3 WWJ >>
4	4 WLLZ-F	WCSX-F<	4 WLTI-F	4 WNIC-F<	4 CKLW	4 WJLB-F	4 WJLB-F	4 WDFX-F	WDFX-F	4 WRIF-F>>
5	5 WKQI-F<	5 WLTI-F	WCSX-F<	5 WLTI-F<	5 WXYT <	5 WNIC-F<	5 WKQI-F<	5 WCSX-F	5 WHYT-F<	5 WJZZ-F<
6	6 WDFX-F<	6 WJZZ-F<	6 WKQI-F<	6 WKQI-F<	6 WOMC-F	6 WJOI-F	6 WOMC-F	6 WOMC-F	6 WNIC-F	6 WGPR-F<
7	7 WNIC-F	7 WOMC-F<	7 WJR	7 WCSX-F<	7 WWWW-F	7 WOMC-F	7 WNIC-F	WLTI-F	7	7 WNIC-F<
8	WHYT-F	8 WRIF-F	8 WJLB-F	8 WJLB-F	8 WLTI-F	8 WHYT-F	8 WHYT-F	WHYT-F	8	8 WXYT <
										9 WWWW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F>	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WLTI-F	1 WLLZ-F	1 WRIF-F	1 WRIF-F	1 WRIF-F	1 WJR
2 WHYT-F<	2 WKQI-F<	2 WKQI-F	2 WLTI-F	2 WNIC-F	2 WDFX-F	2 WLLZ-F	2 WCSX-F>	2 WCSX-F	2 WCSX-F<
3 WDFX-F	3 WNIC-F	3 WCSX-F<	3 WNIC-F	3 WKQI-F<	3 WRIF-F<	3 WCSX-F>	3 WLLZ-F	3 WLLZ-F	3 WRIF-F
4 WLTI-F	4 WLTI-F<	4 WNIC-F	4 WKQI-F	4 WJLB-F<	4 WJLB-F>	4 WDFX-F	4 WJZZ-F	4 WJZZ-F<	4 WJZZ-F<
5 WNIC-F	5 WHYT-F	5 WOMC-F<	5 WOMC-F	5 WOMC-F	5 WCSX-F	5 WJLB-F	5 WNIC-F	5 WJR <	5 WOMC-F
WKQI-F>	6 WCSX-F	6 WJZZ-F<	6 WJZZ-F	6 WJZZ-F	6 WHYT-F	6 WHYT-F<	6 WKSG-F	6 WJLB-F	6 WWWW-F
7 WLLZ-F	7 WDFX-F	7 WLTI-F	7 WHYT-F	7 WJR	7 WKQI-F>	7 WJZZ-F	WHYT-F<	7 WDFX-F	7 WNIC-F
8 WOMC-F	8 WOMC-F	8 WKSG-F	8 WKSG-F<	8 WJOI-F	8	8 WKQI-F<	8 WKQI-F	8	8 CKMR-F
WCSX-F	9	9	9 WCSX-F	9	9	9 WNIC-F	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHB	1440	Inkster	1.1/3.7
WHND	560	Monroe/Detroit	0.9/2.5
WMUZ-F	103.5	Detroit	0.7/3.1
WUFL	1030	Sterling Height	0.4/0.9
CJOM-F	88.7	Windsor	0.3/2.2
WIOG-F	102.5	Bay City/Flint	0.6/1.5
WIOT-F	104.7	Toledo	0.4/0.9

AM STATIONS

WCHB	1440	1 KW	GOSPEL	NBN	$ 38.00	(Torbet)	
WCXI	1130	50 KW/10 KW (DA-2)	COUNTRY	APR	$ 65.00	(Christal)	Shamrock
WHND	560	500 W (DAYS, DA)	OLDIES	US 1	$ N/A	(Mc-Guild)	Greater Media (MONROE)
WJR	760	50 KW	MOR/VARIETY	ABC I	$ 235.00	(Katz)	Cap Cities/ABC
WMTG	1310	5 KW (DA-2)	OLDIES	SMN	$ N/A	(Mc-Guild)	Fairmont
WQBH	1400	1 KW	BLACK		$ 48.00	(Patt)	
WWJ	950	5 KW (DA-N)	NEWS	CBS	$ 157.00	(CBS)	CBS
WXYT	1270	5 KW (DA-N)	TALK	NBC, MBS	$ 90.00	(Roslin)	Fritz
CKLW	800	50 KW (DA-2)	NOSTALGIA		$ 76.00	(Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX	94.7	10 KW @ 950	CLASSIC AOR	US 1	$ 109.00	(Mc-Guild)	Greater Media
WXZY	95.5	100 KW @ 430	CHR		$ 138.00	(HNWH)	Broadcasting Partners
WDFX	99.5	21 KW @ 745	CHR	SOURCE	$ 99.00	(MMR)	Hoker
WGPR	107.5	50 KW @ 360	BLACK	SBN	$ 60.00	(Lazar)	
WHYT	96.3	20 KW @ 780	CHR	ABC C	$ 150.00	(Katz)	Cap Cities/ABC
WJLB	97.9	50 KW @ 490	BLACK		$ 167.00	(MMR)	Booth/Genesis
WJOI	97.1	12 KW @ 802	BTFL/EZ		$ 137.00	(CBS)	CBS
WJZZ	105.9	20 KW @ 724	JAZZ		$ 80.00	(---)	
WKSG	102.7	50 KW @ 500	OLDIES	TRNSTR	$ 90.00	(Durpetti)	Ragan Henry
WLLZ	98.7	50 KW @ 480	AOR	MBS, NBC	$ 150.00	(Banner)	Legacy
WLTI	93.1	26 KW @ 600	SOFT AC		$ 106.00	(Christal)	Viacom
WMUZ	103.5	50 KW @ 500	RELIGION		$ 40.00	(---)	Crawford
WNIC	100.3	50 KW @ 400	AC		$ 161.00	(Mc-Guild)	Fairmont
WOMC	104.3	190 KW @ 416	AC	US 2	$ 140.00	(Republic)	Infinity
WQRS	105.1	18 KW @ 782	CLASSICAL		$ 80.00	(CMBS)	Marlin
WRIF	101.1	27 KW @ 880	AOR	ABC R	$ 117.00	(Republic)	Great American
WVAE	92.3	21 KW @ 742	JAZZ/NAC		$ 81.00	(Roslin)	Fritz
WWWW	106.7	61 KW @ 508	COUNTRY	APR	$ 150.00	(Christal)	Shamrock
CKMR	93.9	100 KW @ 700	OLDIES		$ 62.00	(Banner)	(WINDSOR, ONT)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR	**Contemporart Hit Radio, Top 40, Contemporary**	**T**	**Talk**
AC	**Adult Contemporary**	**N**	**News**
O	**Oldies (1955 to near 1988)**	**SP**	**Hispanic/Spanish**
B	**Black (audience predominantly Black - over 75%)**	**BB**	**Big Band, Nostalgia**
U	**Urban (majority of audience is non-white although a large segment is white)**	**M**	**Middle of Road (MOR), Full Service, Variety**
EZ	**EZ listening, Beautiful Music**	**J/NA**	**Jazz and New Age**
AOR	**Album Oriented Rock, also includes Classic Rock**	**R**	**Religion, Christian, Christian Music**
CL	**Classical**	**G**	**Gospel**
C	**Country**	**E**	**Ethnic**
		?	**Others or Unknown**

EL PASO

Arbitron Rank/Pop (12+): 80/443,600	Stations: 22/18	1988 Revenue: $12,400,000
	Diaries: 768/578:1/51.1%	HH Inc.: $28,241
MSA Rank/Pop: 88/569,700	Sample Target: 800	Retail $: 2.8 Bil
ADI # 103	% Below Line: 2.4	Pop per Station: 24,644
Average Person Ratings: 18.8	% Not Listed: 9.1	#1 Biller: KHEY-AF $3,100,000
Market TSL: 25.00 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	111/13.3	14.4	13.4	12.0	11.7	13.3	115/1393	1329/30.0	28.3	24.3	55	20.3	168	1318	KPRR-F
2. KLAQ-F	(AOR)	97/11.6	9.9	10.8	10.9	16.0	10.8	125/1186	1004/22.6	23.1	26.7	84	16.4	136	1368	KLAQ-F
3. KHEY-F	(C)	92/11.0	11.6	10.4	11.2	8.4	11.1	100/1282	1097/24.7	23.3	17.9	118	12.7	105	1070	KHEY-F
4. KTSM-F	(EZ)	68/ 8.1	8.3	6.7	5.9	4.9	7.3	102/962	700/15.8	17.0	12.9	64	4.9	41	493	KTSM-F
5. KBNA-AF	(SP)	57/ 6.8	6.9	7.6	8.9	8.2	7.5	58/818	795/17.9	16.5	0.0	125	4.8	29	460	KBNA-AF
6. KEZB-AF	(CHR)	56/ 6.7	4.6	4.3	6.2	9.2	5.4	61/1079	980/22.1	22.0	28.9	93	4.9	39	1157	KEZB-AF
7. KAMA	(SP)	49/ 5.9	4.8	4.9	4.8	6.6	5.1	54/509	471/10.6	9.5	12.0	115	5.1	42	545	KAMA
8. KAMZ-F	(AC)	36/ 4.3	4.7	7.1	4.8	6.1	5.2	37/820	753/17.0	18.0	21.9	107	4.5	37	644	KAMZ-F
9. KOFX-F	(AC)	31/ 3.7	6.8	4.2	4.4	6.1	4.8	34/472	417/ 9.4	12.7	14.2	168	5.5	46	463	KOFX-F
10. KTSM	(N/T)	25/ 3.0	2.4	3.1	3.8	2.9	3.1	25/407	372/ 8.4	7.4	7.1	107	2.2	18	268	KTSM
11. KROD	(AC)	24/ 2.9	1.9	3.9	4.4	4.2	3.3	38/593	460/10.4	7.5	9.8	166	2.3	19	286	KROD
12. KLTO-F	(AC)	23/ 2.8	5.1	5.9	5.6	3.8	4.8	29/545	493/11.1	16.6	11.0	121	3.1	26	517	KLTO-F
13. KHEY	(C)	22/ 2.6	2.9	2.5	2.8	3.0	2.7	29/401	340/ 7.7	9.9	8.5	54	2.5	21	291	KHEY
14. XHNZ-F	(SP)	14/ 1.7	0.6	0.4	1.5	----	1.1	14/106	106/ 2.4	2.5	0.0	147				XHNZ-F
KELP	(REL)	14/ 1.7	1.7	1.2	0.6	0.5	1.3	14/180	180/ 4.1	3.7	1.7	135	1.8	15	166	KELP

12+ FM SHARE (METRO): 77.24% (587 of 760) (SUM 88: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F	1 KLAQ-F	1 KHEY-F	1 KHEY-F	1 KTSM-F>	1 KHEY-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F	2 KLAQ-F	2 KHEY-F	2 KPRR-F	2 KLAQ-F<	2 KLAQ-F<	2 KLAQ-F>	KHEY-F>>
3 KEZB-AF	3 KHEY-F>	3 KPRR-F>	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KHEY-F>	3 KTSM-F	3 XHNZ-F
4	4 KEZB-AF>	4 KEZB-AF<	KPRR-F	4 KPRR-F	4 KAMA	4 KTSM-F	4 KTSM-F	4 KEZB-AF	4 KEZB-AF<	4 KAMZ-F
5	5 KBNA-AF	5 KBNA-AF	5 KEZB-AF	5 KAMA	5	5 KBNA-AF	5 KAMA	5 KTSM-F	5 KAMZ-F	5
6	KAMZ-F	6	KAMA		6	6 KAMA	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KPRR-F<	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F	2 KHEY-F	2 KPRR-F	2 KPRR-F	2 KBNA-AF	2 KPRR-F>>	2 KPRR-F	2 KHEY-F	2 KHEY-F	2 KHEY-F>
3 KHEY-F>	3 KLAQ-F>	3 KAMA >	3 KBNA-AF	3 KAMA	3 KHEY-F>	3 KHEY-F>	3 KPRR-F	3 KPRR-F>	3 KROD
4 KEZB-AF>	4 KEZB-AF	4 KBNA-AF	4 KLAQ-F	4 KPRR-F	4 KEZB-AF	4 KEZB-AF>	4 KEZB-AF	4 KEZB-AF	4 KEZB-AF
5 KBNA-AF	KBNA-AF	KLAQ-F	5 KAMA	5	5 KAMZ-F>	5 KOFX-F	5 KOFX-F>	5 KROD	KPRR-F
6 KAMZ-F	6 KAMA	6 KAMZ-F	6 KEZB-AF	6	6 KHEY >	6	6 XHNZ-F	6	KOFX-F
	7 KAMZ-F	7	7	7	7	7	KTSM >	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPAS-F	103.1	Fabens/El Paso	1.4/3.4
KVIV	1340	El Paso	1.1/2.9
XEJ	970	Ciudad Juarez	0.5/2.3
XHIM-F	105.1	Ciudad Juarez	1.0/2.9
XROK	800	Ciudad Juarez	1.0/4.0

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2)	, HISPANIC	, $	33.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N)	, SIMULCAST WITH KBNA-F			
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC I, $	N/A (Katz)	
KROD,	600,	5 KW (DA-2)	, OLDIES	ABC E, $	18.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	, TALK/NEWS	NBC, CBS, $	20.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1190,	AC	, $	31.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	60 KW @ 1080,	HISPANIC	, $	40.00 (Katz Hisp.)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210,	CHR	ABC F, $	34.00 (Christal)	
KHEY-F,	96.3,	88 KW @ 1388,	COUNTRY	, $	70.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1390,	AOR	ABC R, $	50.00 (HNWH)	
KLTO-F,	94.7,	61 KW @ 1080,	AC	, $	29.00 (Republic)	
KOFX-F,	92.3,	100 KW @ 1860,	AC	US 1, $	30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190,	CHR	US 2, $	41.00 (Torbet)	
KTSM-F,	99.9,	100 KW @ 1800,	BTFL/EZ	NBC, CBS, $	30.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 73/494,600

MSA Rank/Pop: 82/611,000
ADI # 62
Average Person Ratings: 19.1
Market TSL: 25.0 hours

Stations: 31/26
Diaries: 941/526:1/48.9%
Sample Target: 840
% Below Line: 2.7
% Not Listed: 13.1

1988 Revenue: $18,000,000
HH Inc.: $33,709
Retail $: 3.5 Bil
Pop per Station: 19,023
#1 Biller: KMJ $2,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNAX-F (C)	87/ 9.2	5.6	7.0	4.9	5.5	6.7	99/996	834/16.9	11.8	11.1	160	8.1	65	683	KNAX-F
2. KBOS-F (CHR)	78/ 8.3	8.1	7.5	5.9	4.5	7.5	203/1929	858/17.3	19.2	13.3	42	15.1	122	1214	KBOS-F
3. KMJ (N/T)	55/ 5.8	7.6	11.6	9.3	8.8	8.6	92/1383	808/16.3	16.3	17.0	88	9.6	77	929	KMJ
4. KOJY-F (EZ)	54/ 5.7	8.8	6.1	8.8	6.8	7.3	136/1264	570/11.5	12.4	11.0	89	3.7	30	461	KOJY-F
5. KKDJ-F (AOR)	52/ 5.5	5.5	8.3	6.1	7.7	6.3	77/1034	732/14.8	14.7	12.7	118	7.8	63	716	KKDJ-F
6. KYNO-F (CHR)	51/ 5.4	4.8	4.6	5.2	6.2	5.0	72/1317	966/19.5	16.8	17.6	65	8.1	65	933	KYNO-F
7. KFSO-F (O)	50/ 5.3	5.0	5.4	6.4	7.1	5.5	112/1241	736/14.9	13.1	13.6	170	5.3	43	690	KFSO-F
8. KRZR-F (CHR)	45/ 4.8	5.1	5.9	7.0	9.2	5.7	67/1055	696/14.1	17.8	19.3	42	6.1	49	615	KRZR-F
9. KXEX (SP)	40/ 4.2	2.2	1.6	2.3	2.9	2.6	42/346	304/ 6.1	5.8	6.9	29	1.6	13	248	KXEX
10. KGST (SP)	38/ 4.0	4.5	2.5	3.6	3.2	3.7	38/408	369/ 7.5	6.2	6.7	77	1.0	8	178	KGST
11. KFIG-F (AC)	36/ 3.8	3.5	3.9	4.0	3.9	3.8	40/508	485/ 9.8	12.2	14.3	134	2.9	23	414	KFIG-F
12. KOQO-F (SP)	30/ 3.2	3.0	3.4	2.9	3.3	3.1	42/470	321/ 6.5	6.3	7.9	97	0.6	5	145	KOQO-F
13. KEZL-F (AC)	23/ 2.4	2.2	1.2	1.2	1.0	1.8	27/312	271/ 5.5	5.0	1.8	146	3.0	24	235	KEZL-F
KCLQ-F (AOR)	23/ 2.4	2.2	3.3	1.7	2.9	2.4	42/648	385/ 7.8	7.3	7.0	179	2.6	21	453	KCLQ-F
15. KFRE (C)	22/ 2.3	4.0	3.0	3.2	2.3	3.1	83/913	349/ 7.1	9.4	4.8	70	2.5	20	298	KFRE
16. KFYE-F (AC)	17/ 1.8	2.9	3.3	3.7	2.3	2.9	31/665	337/ 6.8	8.2	7.4	100	1.6	13	384	KFYE-F
17. KYNO (B)	16/ 1.7	1.2	1.2	0.3	1.0	1.1	22/468	381/ 7.7	4.4	4.5	129	1.6	13	329	KYNO
KTHT-F (AC)	16/ 1.7	1.8	2.0	2.0	1.6	1.9	26/611	401/ 8.1	6.8	6.5	129	0.6	5	157	KTHT-F
KOQO (SP)	16/ 1.7	2.9	0.4	1.0	0.6	1.5	18/140	121/ 2.4	4.4	1.9	129	0.1	1	47	KOQO
20. KEAP (BB)	14/ 1.5	0.9	----	----	1.0	0.6	14/19[illegible]	194/ 3.9	2.0	1.9	0	1.4	11	116	KEAP

12+ FM SHARE (METRO): 71.92% (589 of 819) (SUM 88: 72.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F	1 KNAX-F	1 KNAX-F>	1 KNAX-F>	1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KBOS-F<	1 KBOS-F>	1 KMJ >
2 KYNO-F>>	2 KNAX-F<	2 KKDJ-F	2 KFSO-F>	2 KFSO-F>	2 KMJ	2 KMJ >	2 KBOS-F	2 KNAX-F>	2 KRZR-F	2 KRZR-F>
3 KRZR-F	3 KRZR-F	3 KFSO-F	3 KKDJ-F>	3 KKDJ-F	3 KOJY-F	3 KBOS-F<	3 KOJY-F	3 KOJY-F<	3 KYNO-F	3 KBOS-F
4	KBOS-F>	4 KBOS-F	4 KFIG-F	4 KOJY-F	4 KXEX	4 KFSO-F	4 KKDJ-F	4 KYNO-F	4 KNAX-F	4 KFSO-F
5	5 KYNO-F	5 KRZR-F	5 KCLQ-F	KMJ	5 KFSO-F	5 KKDJ-F<	KFSO-F	5 KKDJ-F<	5 KXEX	5 KYNO-F
6	6 KFSO-F	6	6 KOJY-F	KFIG-F	6	6 KOJY-F	6 KYNO-F	6 KRZR-F	6 KOJY-F	KNAX-F
7	7	7	KMJ	7	7	7	7	7	7	KFRE
										KFIG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRZR-F	1 KRZR-F	1 KNAX-F>	1 KNAX-F	1 KNAX-F>
2 KBOS-F>>	2 KNAX-F	2 KFSO-F	2 KFIG-F	2 KFSO-F
3 KYNO-F	KBOS-F	3 KFIG-F	3 KFSO-F	3 KOJY-F
KKDJ-F	4 KKDJ-F	4 KKDJ-F	4 KBOS-F<	4 KFIG-F>
5 KOQO-F	KFIG-F	KEZL-F	5 KRZR-F	5 KYNO-F
KFYE-F	6 KYNO-F	6	KOJY-F	6
KFIG-F>	7		7 KYNO-F	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KKDJ-F	1 KNAX-F	1 KNAX-F	1 KNAX-F>
2 KRZR-F	2 KNAX-F	2 KKDJ-F>	KKDJ-F>	2 KFSO-F
3 KKDJ-F>	3 KBOS-F<	3 KFSO-F	3 KFSO-F<	3 KKDJ-F
4 KYNO-F>	4 KRZR-F>	4 KOQO-F	4 KBOS-F	4 KMJ >
5 KOQO >>	5 KOQO	KOQO	5 KRZR-F	5 KCLQ-F
6	6 KYNO-F	KCLQ-F	6	6
7	KFSO-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIF	900	Fresno	0.4/1.3
kkam	1340	Fresno	0.7/2.5
KRDU	1130	Dinuba	0.5/2.4
KRGO	1220	Fowler/Fresno	0.5/2.0
KSEQ-F	97.1	Visalia	0.4/1.5
KXMX-F	92.1	Madera	0.6/2.9
KFIY	1270	Tulare	0.5/1.8
KJUG-F	106.7	Tulare	0.4/3.0
KNBR	680	San Francisco	0.3/1.9
KSLY-F	96.1	San Luis Obispo	0.4/1.3
KUBB-F	96.3	Mariposa	1.0/2.7

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00	(HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00	(Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00	(CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00	(Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00	(Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00	(Banner)	Brown
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00	(CBS)	(TULARE)
KCLQ-F,	107.5,	18 KW @ 790,	CLASSIC AOR	,	$ 31.00	(Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00	(K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00	(Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	US 1,	$ 40.00	(CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00	(Katz)	Henry
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00	(Durpetti)	
KMGX-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00	(Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00	(HNWH)	First Sierra
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00	(MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00	(Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00	(Christal)	
KYNO-F,	95.7,	18 KW @ 850,	CHR	SMN,	$ 42.00	(Banner)	Brown

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***************************************************** F O R M A T   C O D E S *************************************************
*                                                                                                                               *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                              T    - Talk                                  *
*  AC  - Adult Contemporary                                                        N    - News                                  *
*  O   - Oldies (1955 to near 1988)                                                SP   - Hispanic/Spanish                      *
*  B   - Black (audience predominantly Black - over 75%)                           BB   - Big Band, Nostalgia                   *
*  U   - Urban (majority of audience is non-white                                  M    - Middle of Road (MOR), Full            *
*            although a large segment is white)                                           Service, Variety                      *
*  EZ  - EZ listening, Beautiful Music                                             J/NA - Jazz and New Age                      *
*  AOR - Album Oriented Rock, also includes Classic Rock                           R    - Religion, Christian, Christian Music*
*  CL  - Classical                                                                 G    - Gospel                                *
*  C   - Country                                                                   E    - Ethnic                                *
*                                                                                  ?    - Others or Unknown                     *
*                                                                                                                               *
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GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/535,200

MSA Rank/Pop: 71/669,000
ADI # 37 w/Kalamazoo
Average Person Ratings: 16.9
Market TSL: 22.75 hours

Stations: 25/20
Diaries: 876/611:1/52.8%
Sample Target: 890
% Below Line: 11.3
% Not Listed: 15.2

1988 Revenue: $23,600,000
HH Inc.: $35,153
Retail $: 4.7 Bil
Pop per Station: 26,760
#1 Biller: WLAV-F $3,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGRD-F (CHR)	96/10.6	8.3	7.7	8.7	6.2	8.8	141/2328	1402/26.2	23.4	20.4	59	10.3	96	1883	WGRD-F
2. WOOD-F (EZ)	92/10.2	11.4	7.8	8.7	10.7	9.5	160/1926	1117/20.9	22.4	18.3	107	6.2	58	854	WOOD-F
3. WLHT-F (AC)	70/ 7.8	7.7	7.9	7.3	6.6	7.7	91/1218	892/16.7	15.9	16.2	132	6.8	63	844	WLHT-F
4. WCUZ-F (C)	63/ 7.0	7.0	8.0	6.9	8.3	7.2	101/1236	840/15.7	16.4	17.7	119	7.4	69	727	WCUZ-F
5. WJFM-F (O)	54/ 6.0	3.7	6.2	8.3	8.7	6.1	95/1535	754/14.1	12.3	17.4	142	4.8	45	665	WJFM-F
6. WLAV-F (AOR)	52/ 5.8	7.9	7.7	7.8	6.5	7.3	80/1273	839/15.7	17.5	17.1	105	10.6	99	919	WLAV-F
7. WSNX-AF (CHR)	51/ 5.6	3.7	5.0	4.7	5.0	4.8	151/1801	803/14.9	15.7	13.6	82	5.6	52	1004	WSNX-AF
WKLQ-F (CHR)	51/ 5.6	4.4	8.0	7.1	7.7	6.3	77/1684	1117/20.9	19.3	21.0	75	8.1	75	1323	WKLQ-F
9. WOOD (MOR)	50/ 5.5	7.4	7.2	6.3	5.6	6.6	56/842	687/12.8	14.2	12.7	69	7.6	71	763	WOOD
10. WMUS-F (C)	38/ 4.2	4.8	5.5	3.1	4.6	4.4	93/1367	562/10.5	12.0	8.9	140	3.7	34	479	WMUS-F
11. WCUZ (C)	27/ 3.0	3.1	2.7	3.3	5.3	3.0	31/605	551/10.3	8.5	12.1	100	2.6	24	379	WCUZ
12. WYXX-F (AC)	24/ 2.7	2.1	2.4	2.6	2.2	2.5	33/738	506/ 9.5	6.2	5.9	133	0.9	8	202	WYXX-F
13. WKWM (B)	22/ 2.4	1.7	1.3	0.7	0.8	1.5	23/183	169/ 3.2	2.4	1.8	100	4.9	46	296	WKWM
14. WHTC (MOR)	21/ 2.3	1.2	0.7	1.5	0.9	1.4	25/303	233/ 4.4	2.8	2.6	70	0.4	4	134	WHTC
15.															

12+ FM SHARE (METRO): 80.81% (619 of 766) (SUM 88: 80.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WGRD-F	1 WLHT-F<	1 WLHT-F	1 WOOD-F	1 WOOD-F>	1 WOOD-F	1 WOOD-F	1 WGRD-F	1 WGRD-F>>	1 WOOD >
2 WKLQ-F>>	2 WLHT-F	2 WGRD-F	2 WOOD-F	2 WLHT-F	2 WOOD	2 WLHT-F	2 WGRD-F	2 WOOD-F	2 WOOD	2 WGRD-F
3 WSNX-AF	3 WLAV-F	3 WJFM-F	3 WJFM-F	3 WJFM-F<	3 WCUZ-F>	3 WOOD <	3 WCUZ-F<	3 WCUZ-F	3 WKLQ-F	3 WSNX-F
4	4 WSNX-AF	4 WLAV-F	4 WCUZ-F	4 WCUZ-F	4 WCUZ <	4 WCUZ-F<	4 WLHT-F	4 WLHT-F	4 WLHT-F	WLAV-F
5	5 WJFM-F>	5 WOOD-F	5 WGRD-F<	5 WGRD-F<	5 WMUS-F	5 WGRD-F	5 WJFM-F	5 WLAV-F<	5 WLAV-F<	
6	6 WKLQ-F	6 WSNX-AF	6 WLAV-F	6 WLAV-F<	6	6 WLAV-F	6 WLAV-F	6 WSNX-AF	6 WSNX-AF	
7	7	7	7	7	7	7	7	7	7	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F>	1 WLHT-F	1 WGRD-F	1 WOOD-F	1 WLAV-F	1 WLAV-F<	1 WLHT-F>	1 WLAV-F<	1 WLHT-F
2 WSNX-AF	2 WLHT-F>	2 WJFM-F	2 WLHT-F>	2 WLHT-F	2 WSNX-AF	2 WLHT-F	2 WLAV-F	2 WJFM-F	WJFM-F
WLHT-F	3 WSNX-AF	3 WGRD-F	3 WOOD-F	3 WCUZ-F	3 WKLQ-F	3 WSNX-AF	3 WCUZ-F	3 WLHT-F	3 WOOD-F
4 WLAV-F>	WJFM-F	4 WCUZ-F	4 WJFM-F	4 WJFM-F	WGRD-F	4 WGRD-F	4 WOOD-F	4 WSNX-AF	4 WLAV-F
5 WKLQ-F	5 WLAV-F	5 WKLQ-F	5 WSNX-AF	WGRD-F	5 WJFM-F>	5 WJFM-F>	WJFM-F	5 WGRD-F<	5 WCUZ-F
WJFM-F	6 WKLQ-F	6 WOOD-F	WCUZ-F	6	6 WLHT-F	6 WKLQ-F	WGRD-F	6 WOOD-F	6 WMUS-F
7	7	WLAV-F	7	7	WKWM >	7	7 WSNX-AF>	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	0.2/1.0
WFUR-F	102.9	Grand Rapids	0.7/6.2
WJQK-F	99.3	Zeeland/Holland	1.0/3.0
WKTH	1410	Grand Rapids	0.8/1.8
WLAV	1340	Grand Rapids	1.1/3.4
WWJQ	1260	Zeeland/Holland	0.2/1.3
WEVS-F	92.7	Saugatuck	0.7/1.4
WGN	720	Chicago	0.3/1.6
WMUS	1090	Muskegon/Gr.Rpd	
WPLB-F	107.3	Greenville	0.4/1.7
WSNX	1600	Muskegon	

RADIO STATIONS

WCUZ, 1230, 1 KW , SEE WCUZ-F
WFUR, 1570, 1 KW , RELIGION , $ 10.00 (Patt) Kuiper
WKWM, 1140, 5 KW (DAYS,DA) , BLACK SBN, $ 16.00 (Patt)
WOOD, 1300, 5 KW (DA-N) , MOR NBC, $ 55.00 (Katz) United Artists

WCUZ-F, 101.3, 50 KW @ 420, COUNTRY ABC I, $ 75.00 (Christal) Federated
WFUR-F, 102.9, 48 KW @ 510, RELIGION , $ 15.00 (Patt) Kuiper
WGRD-F, 97.9, 13 KW @ 590, CHR ABC C, $ 35.00 (Durpetti) Regional
WJFM-F, 93.7, 320 KW @ 780, OLDIES CBS, $ 31.00 (Mc-Guild)
WKLQ-F, 94.5, 50 KW @ 500, CHR ABC F, $ 50.00 (Eastman) Bloomington (HOLLAND)

WLAV-F, 96.9, 50 KW @ 500, AOR SOURCE, $ 70.00 (MMR) Adams
WLHT-F, 95.7, 41 KW @ 554, AC , $ 65.00 (Republic) Liggett
WOOD-F, 105.7, 265 KW @ 810, BTFL/EZ , $ 61.00 (Katz) United Artists
WYXX-F, 96.1, 50 KW @ 420, SOFT AC , $ 24.00 (Patt) (HOLLAND)

WMUS-F, 106.9, 50 KW @ 480, COUNTRY ABC D, $ 36.00 (HNWH) (MUSKEGON)
WPLB-F, 107.3, 50 KW @ 500, COUNTRY UPI, MBS, $ 14.00 (Patt) Goodrich (GREENVILLE)
WSNX-F, 104.5, 50 KW @ 360, CHR , $ 33.00 (Banner) Goodrich (MUSKEGON)

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/771,900

MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 32/25
Diaries: 1244/620:1/58.1%
Sample Target: 1070
% Below Line: 5.4
% Not Listed: 12.3

1988 Revenue: $21,600,000
HH Inc.: $31,060
Retail $: 6.5 Bil
Pop per Station: 30,876
#1 Biller: WTQR-F $4,400,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTQR-F	(C)	209/15.3	15.9	15.1	16.8	18.1	15.8	340/3815	2202/28.5	27.5	29.1	112	18.8	270	2156	WTQR-F
2.	WKRR-F	(AOR)	156/11.4	9.2	8.1	8.3	9.9	9.3	207/2242	1566/20.3	17.0	16.2	103	12.9	186	1569	WKRR-F
3.	WJMH-F	(B)	97/ 7.1	11.5	7.6	3.8	4.4	7.5	147/1868	1222/15.8	18.9	10.1	103	14.0	201	1870	WJMH-F
4.	WKZL-F	(CHR)	77/ 5.6	5.8	5.5	6.2	7.3	5.8	100/1707	1156/15.0	16.7	18.0	96	6.1	88	1106	WKZL-F
5.	WMAG-F	(AC)	68/ 5.0	5.7	5.5	6.8	7.9	5.8	109/1509	982/12.7	14.3	16.5	146	5.4	77	988	WMAG-F
6.	WQMG-F	(B)	65/ 4.8	4.0	4.1	8.9	7.9	5.4	87/1177	755/ 9.8	9.8	11.0	83	5.4	77	1135	WQMG-F
7.	WWWB-F	(AC)	63/ 4.6	3.9	4.4	3.1	4.3	4.0	87/1135	766/ 9.9	11.6	10.9	130	3.1	45	776	WWWB-F
8.	WMQX-F	(AC)	57/ 4.2	4.2	4.8	3.1	2.0	4.1	89/1356	830/10.8	10.5	6.0	138	3.4	49	785	WMQX-F
9.	WSJS	(MOR)	52/ 3.8	4.8	5.1	5.0	3.7	4.7	54/812	780/10.1	10.3	10.5	50	3.6	52	657	WSJS
10.	WKSI-F	(CHR)	46/ 3.4	3.9	3.9	5.4	5.9	4.2	108/1743	1006/13.0	13.8	17.2	68	4.2	61	995	WKSI-F
11.	WWGL-F	(REL)	32/ 2.3	1.4	0.8	0.6	0.8	1.3	39/403	285/ 3.7	3.3	2.3	91	1.2	17	285	WWGL-F
12.	WWMY-F	(EZ)	26/ 1.9	2.4	3.2	2.3	2.4	2.5	36/561	380/ 4.9	5.5	5.1	42	1.3	18	356	WWMY-F
	WPCM-F	(C) ——	26/ 1.9	2.0	1.1	1.2	0.5	1.5	82/1197	370/ 4.8	6.3	2.3	79	0.5	7	220	WPCM-F
14.	WSMX	(REL)	24/ 1.8	0.6	0.6	1.0	0.8	1.0	24/168	168/ 2.2	1.2	1.7	122	0.9	13	136	WSMX
15.	WAAA	(B)	23/ 1.7	1.4	2.0	2.0	2.7	1.8	23/297	287/ 3.7	3.3	5.0	112	0.9	13	265	WAAA

12+ FM SHARE (METRO): 84.39% (1011 of 1198) (SUM 88: 83.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRR-F>	1 WKRR-F>>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WTQR-F	1 WKRR-F<	1 WQMG-F<
2 WJMH-F	2 WJMH-F<	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WJMH-F	2 WTQR-F
3 WKSI-F	3 WTQR-F	3 WJMH-F	3 WJMH-F	3 WMAG-F	3 WMQX-F	3 WSJS >	3 WJMH-F<	3 WJMH-F>	3 WTQR-F	3 WWWB-F
4 WKZL-F	4 WKZL-F	4 WKZL-F<	4 WMAG-F	WJMH-F	WMAG-F	4 WKZL-F	4 WMAG-F	4 WMAG-F	4 WQMG-F>	4 WJMH-F
5	5 WQMG-F	5 WMAG-F	5 WMQX-F	5 WWWB-F<	5 WWWB-F	5 WJMH-F<	5 WWWB-F	5 WKZL-F	5 WKZL-F	5 WSJS
6	6 WWWB-F<	6 WWWB-F	WKZL-F<	6 WMQX-F	6	6 WMAG-F	6	6	6	6
7	7 WMAG-F	7	7 WWWB-F	7 WKZL-F>	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZL-F	1 WJMH-F	1 WJMH-F>	1 WTQR-F	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F	1 WTQR-F
2 WKRR-F>	2 WKRR-F	2 WKRR-F	2 WJMH-F	2 WJMH-F	2 WJMH-F>	2 WTQR-F>	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>
3 WQMG-F	3 WKZL-F	3 WMAG-F	3 WMAG-F	3 WMAG-F>	3 WTQR-F	3 WJMH-F>	3 WJMH-F	3 WJMH-F	3 WMQX-F
4 WWWB-F	4 WMAG-F	4 WTQR-F	WKZL-F<	4 WWWB-F	4 WQMG-F>	4 WKZL-F	4 WWWB-F	4 WMQX-F	4 WMAG-F<
WKSI-F	5 WQMG-F	5 WQMG-F	5 WKRR-F	WKRR-F	5 WSMX	5 WWWB-F	WKZL-F>	5 WKZL-F<	5 WWWB-F
WJMH-F	6 WTQR-F	6 WKZL-F	6 WWWB-F	6 WKZL-F	WKSI-F	6	6 WMQX-F	6 WWWB-F	6 WKZL-F
7	7	7 WWWB-F>	WQMG-F	7	7 WKZL-F	7	7	WMAG-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHPE-F	95.5	High Point	1.1/3.6	WDCG-F	105.1	Durham/Raleigh	0.5/3.8
WKEW	1400	Greensboro	0.7/2.2	WEZC-F	102.9	Hickory	0.4/1.0
WKXR	1260	Asheboro	0.3/0.8	WFMX-F	105.7	Statesville	1.0/2.7
WMFR	1230	High Point	1.5/3.2	WMXC-F	104.7	Charlotte	1.5/3.5
WMQX	1340	Winston-Salem		WDRX-F	106.7	Salisbury	1.1/3.3
WPET	950	Greensboro	0.8/1.3	WROQ-F	95.1	Charlotte	0.7/2.7
WQMG	1510	Greensboro	1.6/2.5	WSOC-F	103.7	Charlotte	0.4/2.6
WSGH	1040	Lewisvl/W-S	0.3/1.2				
WTNC	790	Thomasville	1.0/2.0				
WTOB	1380	Winston-Salem	0.3/1.3				

RADIO STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, $ 17.00 (---)		
WEAL, 1510, 1 KW (DAYS)	, BLACK	SBN, $ 15.00 (HNWH)		
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, $ 25.00 (MMR)	Voyager	
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, $ 49.00 (Mc-Guild)	New Market	
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	, $ 14.00 (---)		
WJMH-F, 102.1, 61 KW @ 1160,	URBAN/CHR	, $ 50.00 (HNWH)	Beasley	(REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC AOR	, $ 68.00 (MMR)	Dick	
WKSI-F, 98.7, 100 KW @ 800,	CHR	, $ 47.00 (Republic)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC R, $ 55.00 (Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500,	AC	, $ 75.00 (MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050,	OLDIES	, $ 40.00 (Durpetti)	Ralph Guild	
WPCM-F, 101.1, 100 KW @ 1176,	COUNTRY	MBS, $ N/A (---)		(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550,	BLACK	RADRAD, $ 43.00 (HNWH)		
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	MBS, $ 95.00 (Mc-Guild)	New Market	
WWMY-F, 94.5, 100 KW @ 1000,	BTFL/EZ	, $ 25.00 (Katz)		(EDEN)
WWWB-F, 100.3, 100 KW @ 1049,	AC	US 2, $ 44.00 (Mc-Guild)		

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/517,000

MSA Rank/Pop: 80/618,600
ADI # 36 (w/Asheville)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/16
Diaries: 931/555:1/49.9%
Sample Target: 880
% Below Line: 7.9
% Not Listed: 12.1

1988 Revenue: $19,200,000
HH Inc.: $27,214
Retail $: 4.1 Bil
Pop per Station: 32,312
#1 Biller: WPSC-AF $4,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC-F (C)	117/12.8	9.3	12.4	12.0	10.5	11.6	263/2553	1056/20.4	20.8	20.6	98	9.9	97	940	WESC-F
2. WSSL-F (C)	102/11.1	8.4	8.1	10.5	7.8	9.5	194/2196	1017/19.7	19.6	17.4	110	10.9	107	1024	WSSL-F
3. WMYI-F (AC)	95/10.4	9.4	8.6	5.0	6.3	8.4	213/2537	1183/22.9	19.8	14.0	148	8.6	84	917	WMYI-F
4. WANS-F (CHR)	85/ 9.3	10.4	11.8	11.2	9.4	10.7	221/2384	1149/22.2	18.5	20.2	68	13.1	129	1500	WANS-F
5. WFBC-F (AC)	72/ 7.9	9.0	8.7	8.7	8.8	8.6	110/1589	964/18.6	21.0	22.7	134	6.2	61	783	WFBC-F
6. WSPA-F (EZ)	66/ 7.2	7.3	8.3	8.1	7.4	7.7	185/1780	831/16.1	14.7	15.4	58	5.4	53	628	WSPA-F
7. WLWZ-F (B)	56/ 6.1	7.8	5.4	5.3	6.7	6.2	56/543	527/10.2	11.5	9.2	87	8.8	86	691	WLWZ-F
8. WCKN-F (AOR)	52/ 5.7	4.1	5.2	4.5	6.2	4.9	83/1270	680/13.2	10.3	9.3	121	6.3	62	877	WCKN-F
9. WCKZ-AF (CHR)	35/ 3.8	3.8	4.7	2.7	5.3	3.8	87/826	372/ 7.2	8.3	8.1	87	7.6	75	847	WCKZ-AF
10. WSPA (MOR)	19/ 2.1	2.3	3.4	2.0	2.1	2.5	20/303	276/ 5.3	5.8	6.3	48	1.6	16	210	WSPA
11. WFBC (N/T)	14/-1.5	2.5	1.6	1.9	2.2	1.9	25/281	197/ 3.8	5.5	5.0	107	1.8	18	233	WFBC
12. WBCY-F (CHR)	12/ 1.3	1.2	1.0	1.3	2.6	1.2	36/650	253/ 4.9	4.7	7.3	92	0.8	8	214	WBCY-F
WASC (B)	12/ 1.3	1.0	0.5	1.1	1.8	1.0	12/145	145/ 2.8	2.7	3.1	123	0.4	4	116	WASC
14. WMUU-F (EZ)	11/ 1.2	1.1	1.1	2.1	1.7	1.4	13/343	245/ 4.7	4.1	4.7	67	0.9	9	182	WMUU-F
15. WWMG-F (AC)	10/ 1.1	1.0	0.5	0.7	0.7	0.8	26/426	141/ 2.7	2.3	2.6	182	1.2	12	147	WWMG-F
WBBO-F (J/NA) 17.	10/ 1.1	2.1	1.3	1.6	1.4	1.5	33/511	178/ 3.4	5.6	4.0	164	1.4	14	222	WBBO-F

12+ FM SHARE (METRO): 91.55% (737 of 805) (SUM 88: 86.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F	1 WMYI-F	1 WMYI-F>	1 WMYI-F	1 WESC-F>	1 WESC-F	1 WSSL-F<	1 WMYI-F<	1 WANS-F	1 WESC-F>
2 WLWZ-F>	2 WANS-F	2 WSSL-F	2 WSSL-F<	2 WESC-F<	2 WSPA-F<	2 WSSL-F<	2 WESC-F	2 WSSL-F	2 WLWZ-F	2 WSSL-F
3 WSSL-F	3 WCKN-F	3 WFBC-F<	3 WFBC-F<	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WMYI-F	3 WESC-F	3 WESC-F	WCKN-F
4	4 WSSL-F	4 WESC-F<	4 WESC-F>	4 WFBC-F>	4 WMYI-F	4 WFBC-F	4 WFBC-F<	4 WANS-F	4 WSSL-F<	4 WLWZ-F
5	5 WFBC-F	5 WANS-F	5 WCKN-F	5 WCKN-F	5 WFBC-F	5 WANS-F<	5 WANS-F<	5 WFBC-F	5 WCKN-F	5
6	6 WLWZ-F	6 WCKN-F	6 WANS-F	6 WANS-F	6	6 WSPA-F	6 WSPA-F	6 WSPA-F	6 WMYI-F	6
7	7	7	7	7	7	7	7	7	7 WFBC-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WANS-F	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WCKN-F	1 WCKN-F	1 WCKN-F<	1 WMYI-F	1 WMYI-F
2 WSSL-F	2 WMYI-F>	WFBC-F>	2 WFBC-F	2 WFBC-F	2 WANS-F	2 WMYI-F	2 WMYI-F>	2 WSSL-F	2 WSSL-F
3 WLWZ-F	3 WFBC-F<	3 WANS-F>	WANS-F	3 WESC-F	3 WLWZ-F	3 WSSL-F	3 WSSL-F>	3 WCKN-F	WESC-F
4 WMYI-F>	4 WSSL-F	4 WSSL-F	4 WSSL-F	4 WSSL-F	4 WCKZ-AF	4 WANS-F>	4 WESC-F	4 WESC-F	4 WCKN-F>
5 WCKZ-AF>	5 WLWZ-F	5 WLWZ-F	5 WESC-F>	5 WANS-F	WSSL-F	5 WFBC-F	5 WANS-F>	5 WFBC-F	5 WFBC-F
6	6	6 WESC-F	6 WLWZ-F	6	WFBC-F>	6 WCKZ-AF	6 WFBC-F	6	6
	7	WCKN-F>	7	7	7	WESC-F	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKI	1300	Greer	0.9/1.2
WESC	660	Greenville	0.9/2.8
WHYZ	1070	Greenville	0.7/1.6
WBIG	1450	Gastonia/Chrltt	
WFGW	1010	Black Mountain	0.1/0.0
WKSF-F	99.9	Asheville/Grnvl	0.8/5.1
WMIT-F	106.0	Black Mountain	0.4/1.5
WROQ-F	95.1	Charlotte	0.3/2.2

RADIO STATIONS

WASC, 1530, 1 KW , BLACK ABC C, NBN, $ 14.00 (---)
WFBC, 1330, 5 KW (DA-N) , NEWS/TALK NBC, SUN, $ 22.00 (Katz) Multimedia
WHYZ, 1070, 50 KW (DAYS, DA) , BLACK SBN, ABC C, $ -- (HNWH)
WORD, 910, 5 KW/1 KW (DA-2) , ?? UPI, $ N/A (---) Multimedia
WSPA, 950, 5 KW (DA-N) , MOR CBS, $ 23.00 (Mc-Guild)

WANS-F, 107.3, 100 KW @ 1008, CHR , $ 39.00 (Christal) Degree
WBBO-F, 93.3, 87 KW @ 2000, NAC/JAZZ , $ 21.00 (Eastman)
WCKN-F, 101.1, 100 KW @ 994, CLASSIC AOR ABC R, $ 36.00 (Durpetti)
WESC-F, 92.5, 95 KW @ 2000, COUNTRY ABC F, $ 90.00 (Banner)
WFBC-F, 93.7, 100 KW @ 1840, AC ABC D, $ 86.00 (Katz) Multimedia

WLWZ-F, 103.9, 3 KW @ 328, BLACK , $ 30.00 (Eastman) Voyager
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ APR, $ 18.00 (---)
WMYI-F, 102.5, 20 KW @ 1750, AC , $ 70.00 (Christal) AmCom
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ , $ 40.00 (Mc-Guild)
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY MBS, $ 55.00 (Christal)

HARRISBURG

Arbitron Rank/Pop (12+): 74/493,900 -

MSA Rank/Pop: 87/584,900
ADI # 46(w/York & Lancaster)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 27/16
Diaries: 844/585:1/50.8%
Sample Target: 880
% Below Line: 20.9
% Not Listed: 15.2

1988 Revenue: $12,900,000
HH Inc.: $33,463
Retail $: 4.8 Bil
Pop per Station: 30,868
#1 Biller: WYNK-F $4,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F (CHR)	148/17.0	19.0	19.9	20.8	17.3	19.2	160/2294	1870/37.9	38.3	34.1	114	27.1	192	1972	WNNK-F
2. WRKZ-F (C)	63/ 7.2	9.9	10.7	7.7	7.8	8.9	182/2020	813/16.5	18.6	13.9	113	7.8	55	449	WRKZ-F
3. WTPA-F (AOR)	55/ 6.3	6.6	5.8	6.0	6.0	6.2	73/1085	698/14.1	12.5	11.3	103	10.3	73	699	WTPA-F
WHP -F (AC)	55/ 6.3	4.8	4.9	4.6	5.8	5.2	63/944	672/13.6	12.1	14.2	125	3.0	21	409	WHP -F
5. WNCE-F (EZ)	52/ 6.0	7.4	5.7	5.9	7.7	6.3	179/1637	552/11.2	12.0	12.6	68	3.4	24	233	WNCE-F
6. WHP (MOR)	47/ 5.4	6.1	8.7	7.1	5.6	6.8	59/733	551/11.2	15.0	12.7	44	6.8	48	536	WHP
7. WHKS-F (AC)	40/ 4.6	2.9	3.1	1.0	1.1	2.9	66/904	584/11.8	6.6	3.5	141	2.7	19	152	WHKS-F
8. WIMX-F (AC)	36/ 4.1	4.6	5.8	6.4	6.0	5.2	43/885	728/14.7	12.0	18.2	144	5.8	41	422	WIMX-F
9. WQXA-F (CHR)	34/ 3.9	2.8	2.3	4.2	4.7	3.3	91/1890	695/14.1	12.6	14.1	56	3.5	25	537	WQXA-F
10. WLBR (MOR)	26/ 3.0	2.2	2.3	2.9	3.4	2.6	28/410	344/ 7.0	6.2	8.6	73				WLBR
11. WHTF-F (AOR)	25/ 2.9	1.7	1.6	2.2	2.9	2.1	64/1168	462/ 9.4	7.2	5.8	103	2.3	16	283	WHTF-F
WHYL-F (C)	25/ 2.9	3.9	2.5	2.9	4.3	3.1	26/407	369/ 7.5	8.9	8.5	97	4.5	32	427	WHYL-F
13. WCMB (O)	21/ 2.4	2.4	1.4	1.4	2.4	1.9	22/381	335/ 6.8	7.1	6.9	150	2.8	20	227	WCMB
14.															
15.															

12+ FM SHARE (METRO): 83.20% (614 of 738) (SUM 88: 82.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WRKZ-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F
WNNK-F>>	2 WTPA-F>	2 WTPA-F	2 WHP -F	2 WRKZ-F<	WNNK-F	2 WHP	2 WRKZ-F	2 WRKZ-F<	2 WQXA-F	2 WLBR
3 WTPA-F	3 WHKS-F<	3 WHP -F<	3 WTPA-F<	3 WHP -F	3 WNCE-F	3 WTPA-F	3 WTPA-F<	3 WTPA-F<	3 WTPA-F	3 WNCE-F
4	4 WHP -F	4 WHKS-F<	4 WHKS-F	4 WTPA-F	WHP >	4 WHP -F<	4 WNCE-F	4 WNCE-F	4 WRKZ-F	4 WHP
5	5 WHTF-F	5 WRKZ-F	5 WRKZ-F	WHKS-F	5 WHP -F	5 WRKZ-F	5 WHP -F	WHP -F	5 WHP -F	5 WNNK-F
6	6	6 WIMX-F	6 WIMX-F	6 WIMX-F>	6	6	6	6	6	6 WTPA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F	1 WTPA-F<	1 WTPA-F<	1 WNNK-F<	1 WNNK-F
2 WQXA-F>	2 WIMX-F	2 WIMX-F	2 WHP -F	2 WHP -F	WNNK-F>>	2 WNNK-F>>	2 WNNK-F>	2 WTPA-F>>	2 WTPA-F
3 WIMX-F>	3 WHKS-F	3 WHP -F	3 WIMX-F>	3 WIMX-F	3 WHTF-F>>	3 WHTF-F	3 WHP -F	3 WRKZ-F	3 WRKZ-F
4 WTPA-F	4 WHP -F	WHKS-F>	4 WHKS-F	4 WRKZ-F	4 WQXA-F>	4 WHP -F	4 WHKS-F	WHKS-F	4 WHKS-F
WRKZ-F	5 WQXA-F	5 WTPA-F	5 WRKZ-F	5 WNCE-F	5 WGRX-F	WHKS-F	5 WHTF-F	5 WHTF-F	5 WHP -F
WHKS-F>	6	6 WRKZ-F	6	WHKS-F	WHKS-F>	6	6 WYCR-F>	6	6
7	7	WCMB >	7	7	7 WHP -F	7	7	7	7
	8	8 WHTF-F	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville-Cleona	0.9/2.2
WCTX-F	92.1	Palmyra/Harsbrg	0.7/1.6
WHGB	1400	Harrisburg	1.0/2.8
WHYL	960	Carlisle/Hrsbrg	0.7/2.7
WKBO	1230	Harrisburg	0.8/5.0
WUFM-F	100.1	Lebanon	0.5/1.7
WARM-F	103.3	York	0.9/3.9
WDAC-F	94.5	Lancaster	0.9/3.3
WGRX-F	100.7	Westminster/Bal	1.4/4.7
WGTY-F	107.7	Gettysburg	1.8/2.4
WIOV-F	105.1	Ephrata/Lncstr	0.3/2.6
WLAN-F	96.9	Lancaster	0.7/3.8
WQKX-F	94.1	Sunbury	0.3/3.1
WYCR-F	98.5	York/Hanover	1.7/7.6

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC, TALKNT, $	20.00 (Eastman)	
WHGB, 1400, 1 KW	, NOSTALGIA	SMN, $	14.00 (Mc-Guild)	
WHP , 580, 5 KW (DA-N)	, MOR	CBS, NBC, $	33.00 (Katz)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC I, $	16.00 (K & P)	(LEBANON)
WHKS-F, 94.9, 25 KW @ 700	, AC	, $	25.00 (Banner)	Barnstable
WHYL-F, 102.3, 3 KW @ 328	, COUNTRY	APR, $	28.00 (---)	
WIMX-F, 99.3, 3 KW @ 328	, AC	, $	34.00 (Eastman)	
WNNK-F, 104.1, 22 KW @ 726	, CHR	APR, $	94.00 (Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500	, COUNTRY	ABC E, $	70.00 (Torbet)	Zimmerman
WTPA-F, 93.5, .8 KW @ 740	, AOR	ABC R, $	29.00 (Republic)	
WHP-F , 97.3, 17 KW @ 840	, SOFT AC	ABC D, $	40.00 (Katz)	

OTHER RANKED STATIONS -- See Harrisburg and York

HARTFORD

Arbitron Rank/Pop (12+): 40/969,100
MSA Rank/Pop: 43/1,096,200
ADI # 23 (w/New Haven)
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 22/14
Diaries: 1233/786:1/46.7%
Sample Target: 1220
% Below Line: 11.6
% Not Listed: 16.1

1988 Revenue: $35,200,000
HH Inc.: $41,923
Retail $: 9.4 Bil
Pop per Station: 69,221
#1 Biller: WTIC $10,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	264/15.5	15.9	16.5	15.8	18.6	15.9	327/3934	2767/28.6	33.6	33.4	57	14.0	225	2146	WTIC
2. WTIC-F	(CHR)	216/12.7	13.7	10.3	12.2	13.8	12.2	348/5113	3161/32.6	30.7	31.4	113	15.0	240	3171	WTIC-F
3. WRCH-F	(EZ)	136/ 8.0	9.0	9.4	9.7	10.0	9.0	261/3125	1723/17.8	19.6	19.0	81	6.0	96	1191	WRCH-F
4. WCCC-AF	(AOR)	113/ 6.6	5.3	6.5	4.4	3.9	5.7	158/2631	1660/16.7	17.7	13.2	98	8.4	135	1856	WCCC-A
5. WKSS-F	(CHR)	101/ 5.9	4.0	4.8	4.9	5.7	4.9	153/3410	1937/20.0	18.5	16.6	90	7.3	117	1954	WKSS-F
6. WHCN-F	(AOR)	99/ 5.8	6.1	6.4	5.3	6.8	5.9	161/2856	1558/16.1	17.2	16.2	122	7.1	114	1376	WHCN-F
7. WWYZ-F	(C)	98/ 5.7	7.4	5.7	5.6	1.2	6.1	180/2243	1129/11.6	16.0	4.9	144	8.3	133	1198	WWYZ-F
8. WIOF-F	(AC)	82/ 4.8	5.6	4.7	5.9	3.6	5.3	145/2362	1343/13.9	13.9	10.4	135	3.6	58	1101	WIOF-F
9. WDRC-F	(O)	81/ 4.8	5.9	7.1	7.8	6.0	6.4	192/3132	1489/15.4	16.9	17.6	135	6.3	101	1365	WDRC-F
10. WPOP	(N/T)	43/ 2.5	1.9	2.4	2.7	3.0	2.4	45/969	853/ 8.8	9.2	9.0	112	1.8	29	659	WPOP
11. WNEZ	(BB)	29/ 1.7	3.1	4.1	3.0	3.8	3.0	31/502	460/ 4.7	6.5	6.8	6	0.3	5	160	WNEZ
12. WAQY-F	(AOR)	26/ 1.5	2.1	1.2	1.5	2.0	1.6	134/2109	740/ 7.6	7.6	6.3	107	1.9	31	777	WAQY-F
WLVH-F	(SP)	26/ 1.5	0.7	----	----	----	0.6	32/261	174/ 1.8	1.4	0.0	113	1.1	17	153	WLVH-F
14. WDRC	(AC)	21/ 1.2	1.0	1.2	0.9	2.9	1.1	23/564	460/ 4.7	3.8	6.1	167	0.6	10	419	WDRC
15.																

12+ FM SHARE (METRO): 72.17% (1032 of 1430) (SUM 88: 64.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC-F>	1 WTIC >>	1 WTIC >>	1 WTIC-F	1 WTIC-F>	1 WTIC >	1 WTIC >>
2 WKSS-F>>	2 WCCC-AF<	2 WCCC-AF<	2 WWYZ-F	2 WTIC	2 WRCH-F>	2 WTIC-F>	2 WRCH-F	2 WTIC	2 WTIC-F	2 WRCH-F
3 WCCC-AF	3 WHCN-F>	3 WHCN-F>	3 WHCN-F	3 WWYZ-F	3 WWYZ-F	3 WCCC-AF>	3 WTIC >	3 WRCH-F	3 WKSS-F>	3 WTIC-F>
4	4 WKSS-F	4 WKSS-F<	4 WCCC-AF	4 WHCN-F	4 WTIC-F	4 WRCH-F	4 WCCC-AF	4 WCCC-AF	4 WHCN-F<	4 WHCN-F
5	5 WIOF-F	5 WWYZ-F	5 WDRC-F<	5 WCCC-AF	5 WDRC-F	5 WHCN-F	5 WIOF-F	5 WKSS-F	5 WRCH-F	5 WPOP
6	6	6 WIOF-F	6 WIOF-F	WRCH-F	6	6	6 WKSS-F	WHCN-F	6 WCCC-AF	6
7	7	7	7	WIOF-F	7	7	WHCN-F	7	7	7
8	8	8	8	WDRC-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>>	1 WTIC-F>	1 WCCC-AF>	1 WCCC-AF	1 WHCN-F	1 WCCC-AF	1 WCCC-AF<
2 WKSS-F>	2 WIOF-F	2 WIOF-F>	2 WIOF-F	2 WTIC	2 WHCN-F	2 WHCN-F	2 WCCC-AF	2 WHCN-F	2 WHCN-F
3 WCCC-AF	3 WKSS-F	3 WHCN-F	3 WWYZ-F<	3 WWYZ-F	3 WTIC-F>>	3 WTIC-F	3 WTIC-F>	3 WTIC-F>	3 WTIC-F
4 WHCN-F	4 WHCN-F	4 WWYZ-F	4 WKSS-F	4 WIOF-F	4 WLVH-F	4	4 WKSS-F	4 WKSS-F	4 WTIC
5 WIOF-F>	5 WCCC-AF	5 WDRC-F	5 WDRC-F<	5 WRCH-F	5 WAQY-F	5	5 WWYZ-F>	5 WDRC-F	5 WWYZ-F
6	6	6 WKSS-F	6 WRCH-F	WDRC-F	WKSS-F	6	6 WAQY-F	6	6 WDRC-F
7	7	7	7	7	7	7	WIOF-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WILI-F	98.3	Willimantic	0.3/1.2
WKND	1480	Windsor	0.9/2.6
WCBS	880	New York	0.5/2.2
WFAN	660	New York	0.9/3.3
WHYN-F	93.1	Springfield	0.4/2.4
WKCI-F	101.3	Hamden	1.1/6.6
WMAS-F	94.7	Springfield	0.5/2.3
WPLR-F	99.1	New Haven	0.9/7.1

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N) , OLDIES , $ 33.00 (Mc-Guild) Buckley
WKND, 1480, 500 W (DAYS,DA) , BLACK NBN, $ 20.00 (---)
WNEZ, 910, 5 KW (DA-N) , NOSTALGIA , $ 32.00 (Banner)
WPOP, 1410, 5 KW (DA-2) , NEWS/TALK CBS, $ 50.00 (Eastman) Merv Griffin
WTIC, 1080, 50 KW (DA-N) , MOR NBN, $ 190.00 (Katz) Chase
WRYM, 840, 1 KW (DAYS) , HISPANIC $ 20.00 (Caballero)

WCCC-F, 106.9, 23 KW @ 720, AOR SOURCE, ABC C, $ 40.00 (Durpetti)
WDRC-F, 102.9, 20 KW @ 810, OLDIES , $ 100.00 (Mc-Guild) Buckley
WHCN-F, 105.9, 16 KW @ 867, AOR ABC R, $ 61.00 (Christal) Beck-Ross
WIOF-F, 104.1, 18 KW @ 835, AC RADRAD, $ 64.00 (Eastman) Merv Griffin (WATERBURY)
WKSS-F, 95.7, 17 KW @ 880, CHR APR, $ 57.00 (MMR) Precision
WLVH-F, 93.7, 21 KW @ 780, HISPANIC CRC, $ 28.00 (Katz Hisp.) First City
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ ABC D, $ 78.00 (Banner)
WTIC-F, 96.5, 20 KW @ 810, CHR , $ 155.00 (Katz) Chase
WWYZ-F, 92.5, 18 KW @ 860, COUNTRY US 2, $ 53.00 (Banner) (WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/690,700

MSA Rank/Pop: 61/836,400
No ADI
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 24/24
Diaries: 995/694:1/50.5%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 5.4

1988 Revenue: $18,700,000
HH Inc.: $41,840
Retail $: 6.1 Bil
Pop per Station: 28,779
#1 Biller: KSSK $4,100,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSK (MOR)	160/13.0	9.2	8.8	10.6	11.5	10.4		1548/22.4	21.3	22.5	116				KSSK
2. KQMQ-AF (CHR)	146/11.9	13.6	14.6	15.9	16.3	14.0		2460/35.6	36.9	35.8	101				KQMQ-AF
3. KIKI-F (CHR)	120/ 9.8	10.5	9.2	9.7	10.3	9.8		1522/22.0	24.9	22.6	60				KIKI-F
4. KUMU-AF (EZ)	118/ 9.6	13.0	12.8	11.2	11.6	11.6		1411/20.4	24.9	21.2	83				KUMU-AF
5. KRTR-F (AC)	97/ 7.9	8.3	5.8	6.1	5.9	7.0		1325/19.2	19.3	14.0	122				KRTR-F
6. KSSK-F (CHR)	88/ 7.2	4.7	6.5	7.0	5.0	6.3		1513/21.9	18.9	17.4	72				KSSK-F
7. KPOI-F (AOR)	74/ 6.0	6.5	6.3	6.7	7.1	6.4		1085/15.7	15.7	17.5	117				KPOI-F
8. KCCN (?)	63/ 5.1	7.1	6.3	3.5	3.9	5.5		813/11.8	11.2	9.8	88				KCCN
9. KHVH (N/T)	50/ 4.1	3.5	3.8	4.1	3.8	3.9		852/12.3	11.8	10.5	83				KHVH
10. KHHH-F (J/NA)	42/ 3.4	2.7	3.3	2.5	2.8	3.0		545/ 7.9	7.7	5.2	159				KHHH-F
11. KIKI (AC)	39/ 3.2	4.1	5.1	5.9	4.4	4.6		791/11.5	11.4	10.3	159				KIKI
12. KHFX-F (?)	37/ 3.0	2.1	2.7	0.3	----	2.0		608/ 8.8	6.6	0.0	143				KHFX-F
13. KGU (N/T)	32/ 2.6	2.8	2.8	3.5	2.7	2.9		429/ 6.2	7.2	6.3	88				KGU
14. KDEO-F (C)	17/ 1.4	2.4	1.3	----	----	1.3		298/ 4.2	4.1	0.0	136				KDEO-F
15. KOHO (?)	16/ 1.3	1.1	1.0	0.5	1.8	1.0		140/ 2.0	2.0	2.2	31				KOHO
16. KDEO (C)	14/ 1.1	1.5	1.3	1.4	1.9	1.3		298/ 4.3	4.3	4.8	109				KDEO
17.															
18.															
19.															
20.															

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 59.55% (692 of 1162) (SUM 88: 63.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF	1 KQMQ-AF	1 KSSK	1 KSSK	1 KSSK <	1 KSSK	1 KSSK	1 KSSK	1 KIKI-F>	1 KQMQ-F<
2 KQMQ-AF	2 KIKI-F	2 KSSK	2 KQMQ-AF	2 KQMQ-AF	2 KUMU-AF>>	2 KQMQ-AF	2 KUMU-AF	2 KQMQ-AF	2 KQMQ-AF	2 KSSK
KSSK-F>>	3 KRTR-F	3 KRTR-F<	3 KRTR-F	3 KRTR-F	3 KCCN	3 KUMU-AF>	3 KQMQ-AF	3 KUMU-F	3 KRTR-F	KGU
4 KPOI-F>	4 KPOI-F	4 KIKI-F	4 KPOI-F	4 KUMU-AF	4 KQMQ-AF	4 KIKI-F	4 KSSK-F	4 KIKI-F	4 KPOI-F	4 KHVH
5	5 KSSK-F	5 KPOI-F	5 KUMU-AF	5 KPOI-F	5 KHVH	5 KHVH	KRTR-F<	5 KRTR-F	5 KSSK	5 KIKI-F>
6	6 KSSK	6 KSSK-F	6 KIKI-F	6 KIKI-F	6 KRTR-F	6 KRTR-F	6 KIKI-F	6	6 KSSK-F>	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KQMQ-AF	1 KQMQ-AF	1 KSSK	1 KSSK >	1 KIKI-F>>	1 KQMQ-AF	1 KQMQ-AF	1 KQMQ-AF	1 KSSK <
2 KSSK-F	2 KSSK-F	KSSK	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-AF>	2 KIKI-F	2 KPOI-F	2 KIKI-F<	2 KQMQ-AF
3 KIKI-F	3 KRTR-F<	3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KRTR-F	3 KPOI-F	3 KRTR-F>	3 KSSK <	3 KPOI-F
4 KRTR-F	4 KIKI-F	KRTR-F	KRTR-F	4 KUMU-AF	4 KSSK-F	4 KRTR-F>	4 KHFX-F<	4 KPOI-F	4 KRTR-F>
5 KPOI-F>>	5 KSSK >	5 KIKI-F	5	5 KSSK-F>	5 KPOI-F	5 KSSK	5 KCCN	5 KRTR-F>	5 KUMU-AF
6	6	6	6	6	6 KSSK	6 KSSK-F	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	0.7/2.9
KAIM-F	95.5	Honolulu	0.7/2.7
KLHT	1040	Honolulu	0.3/1.5
KNDI	1270	Honolulu	0.8/1.8
KWAI	1080	Honolulu	0.9/2.4
KZOO	1210	Honolulu	1.0/1.0

RADIO STATIONS

KCCN, 1420, 5 KW, ETHNIC, $ 25.00 (Roslin)
KDEO, 940, 10 KW, COUNTRY, MBS, $ 21.00 (K & P)
KGU , 760, 10 KW, TALK, CBS, ABC T, $ 20.00 (Banner)
KHVH, 990, 5 KW, NEWS/TALK, NBC, ABC I, $ 28.00 (HNWH)
KIKI, 830, 10 KW, OLDIES, $ 24.00 (Christal) Henry
KSSK, 590, 5 KW, MOR/AC, $ 90.00 (Eastman) Heftel

KAIM-F, 95.5, 100 KW @ 421, RELIGION, $ 10.00 (---)
KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?), MBS, $ 23.00 (K & P)
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NAC, SMN, $ 24.00 (HNWH)
KIKI-F, 93.9, 100 KW @ 421, CHR, $ 37.00 (Christal) Henry
KKFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK, $ N/A (---)

KPOI-F, 97.5, 83 KW @ 46, AOR, $ 44.00 (Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR, $ 61.00 (Christal)
KRTR-F, 96.3, 75 KW @ 2120, AC, $ 33.00 (Republic)
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ, $ 45.00 (Banner)
KXPW-F, 92.3, 100 KW @ 1685, CONTEMP, $ 30.00 (Eastman)

HOUSTON

Arbitron Rank/Pop (12+): 10/2,958,400

MSA Rank/Pop: 8/3,277,100
ADI # 10
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 33/32
Diaries: 2219/1333:1/44.8%
Sample Target: 2030
% Below Line: 1.4
% Not Listed: 11.9

1988 Revenue: $107,000,000
HH Inc.: $36,984
Retail $: 29.4 Bil
Pop per Station: 92,450
#1 Biller: KIKK-AF $12,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B)	459/ 8.6	9.1	8.8	9.8	9.3	9.1	504/4580	4188/14.2	14.4	13.4	87	10.7	633	5133	KMJQ-F
2. KILT-F	(C)	403/ 7.5	8.2	6.4	4.6	6.2	6.7	471/6200	5330/18.0	18.3	14.7	128	7.5	442	4065	KILT-F
3. KIKK-F	(C)	368/ 6.9	6.5	8.8	6.8	7.0	7.3	426/6300	5371/18.2	17.2	14.8	110	8.3	492	5525	KIKK-F
4. KKBQ-AF	(CHR)	356/ 6.7	6.6	6.5	7.5	6.9	6.8	372/6230	5801/19.6	21.5	21.1	69	7.4	432	6079	KKBQ-A
5. KTRH	(N/T)	316/ 5.9	5.8	6.0	5.7	6.5	5.8	388/6367	5440/18.4	17.8	16.9	75	5.2	305	4024	KTRH
6. KLTR-F	(AC)	293/ 5.5	4.2	3.7	3.8	3.8	4.3	299/4507	4411/14.9	12.2	10.5	127	3.9	230	2712	KLTR-F
7. KLOL-F	(AOR)	266/ 5.0	7.0	4.3	5.2	5.8	5.4	317/4081	3722/12.6	16.6	13.2	84	8.2	483	4682	KLOL-F
KODA-F	(EZ)	266/ 5.0	5.9	5.3	6.1	4.9	5.6	282/4365	4069/13.8	13.1	12.7	108	3.5	206	2286	KODA-F
9. KRBE-F	(CHR)	244/ 4.6	5.5	5.8	6.0	6.0	5.5	285/6485	5772/19.5	19.3	17.0	61	5.9	346	6258	KRBE-F
10. KQUE-F	(BB)	197/ 3.7	3.8	4.8	3.4	3.8	3.9	207/2560	2443/ 8.3	7.5	7.1	57	3.1	183	1936	KQUE-F
11. KFMK-F	(AC)	186/ 3.5	3.6	2.8	4.3	4.4	3.5	203/3340	3037/10.3	10.2	10.0	149	2.3	136	2283	KFMK-F
12. KZFX-F	(AOR)	185/ 3.5	3.3	4.3	3.7	3.8	3.7	189/3141	2968/10.0	10.1	9.8	126	5.0	295	3434	KZFX-F
13. KNRJ-F	(CHR)	177/ 3.3	3.2	2.5	3.8	2.8	3.2	183/3573	3430/11.6	11.3	9.2	64				KNRJ-F
14. KPRC	(T)	172/ 3.2	2.3	2.8	4.0	3.3	3.1	178/2632	2524/ 8.5	7.0	8.8	81	1.6	97	1751	KPRC
KLDE-F	(O)	172/ 3.2	2.9	2.9	2.5	3.2	2.9	180/3133	2893/ 9.8	11.2	9.2	147	2.4	139	1907	KLDE-F
16. KCOH	(B)	80/ 1.5	0.8	1.5	0.8	0.8	1.1	80/773	773/ 2.6	2.8	2.3	113	1.6	93	619	KCOH
17. KHYS-F	(B)	77/ 1.4	1.3	1.2	1.0	----	1.2	103/1939	1676/ 5.7	4.5	0.0	71	1.7	102	2450	KHYS-F
18. KXYZ	(SP)	57/ 1.1	1.5	1.0	1.3	1.5	1.2	58/920	876/ 3.0	3.4	2.9	145	1.1	67	700	KXYZ
19. KYOK	(B)	52/ 1.0	1.2	1.4	1.1	1.5	1.2	52/789	789/ 2.7	3.4	3.2	120	0.6	33	497	KYOK
KLAT	(SP)	52/ 1.0	0.8	1.8	1.3	2.6	1.2	53/829	784/ 2.7	2.5	3.8	150	0.9	54	900	KLAT
21. KHCB-F	(REL)	51/ 1.0	1.2	0.8	1.0	1.4	1.0	54/919	875/ 3.0	3.1	3.3	130	0.7	41	769	KHCB-F
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.00% (3769 of 4711) (SUM 88: 77.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>>	1 KMJQ-F	1 KMJQ-F	1 KILT-F	1 KILT-F	1 KTRH	1 KILT-F	1 KILT-F	1 KMJQ-F<	1 KMJQ-F>>	1 KTRH
2 KRBE-F	2 KLOL-F	2 KILT-F	2 KMJQ-F<	2 KIKK-F<	2 KILT-F<	2 KIKK-F	2 KMJQ-F	2 KILT-F	2 KTRH	2 KIKK-F>>
KMJQ-F>	3 KKBQ-AF<	3 KLTR-F	3 KIKK-F	3 KMJQ-F	3 KIKK-F	3 KTRH <	KLTR-F<	3 KIKK-F<	3 KKBQ-AF	3 KILT-F>>
4 KNRJ-F	KILT-F	4 KIKK-F<	4 KLTR-F	4 KLTR-F	4 KODA-F	4 KMJQ-F	4 KODA-F	KKBQ-AF	4 KRBE-F	4 KMJQ-F>>
5	5 KLTR-F	5 KLOL-F	5 KFMK-F	5 KODA-F<	5 KQUE-F	5 KKBQ-AF>	KIKK-F	5 KLOL-F<	5 KIKK-F	5 KODA-F>>
6	6 KZFX-F	6 KKBQ-AF	6 KLDE-F	6 KFMK-F	6 KPRC <	6 KLOL-F	6 KKBQ-AF	6 KLTR-F<	6 KILT-F<	6
7	7 KRBE-F	7 KZFX-F<	7 KODA-F	7 KLDE-F<	7 KLTR-F	7 KLTR-F	7 KLOL-F	7 KODA-F<	7 KLTR-F<<	7
8	8	8 KFMK-F<	KKBQ-AF	8 KKBQ-AF	8 KMJQ-F	8 KODA-F	8 KQUE-F	8 KRBE-F	8 KLOL-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F<	1 KMJQ-F	1 KILT-F	1 KLOL-F>	1 KLOL-F	1 KMJQ-F<	1 KLOL-F	1 KILT-F
2 KNRJ-F	2 KLTR-F	2 KILT-F	2 KLTR-F<	2 KLTR-F	2 KMJQ-F	2 KMJQ-F>	2 KLOL-F>	2 KMJQ-F	2 KMJQ-F
3 KKBQ-AF<	3 KKBQ-AF	3 KLTR-F	3 KILT-F	3 KIKK-F<	3 KRBE-F	3 KZFX-F	3 KILT-F	3 KILT-F	KIKK-F
4 KRBE-F	4 KILT-F	4 KKBQ-AF<	4 KIKK-F<	4 KMJQ-F>	4 KKBQ-AF	4 KILT-F	4 KZFX-F>	4 KIKK-F	4 KLOL-F
5 KLTR-F>	5 KRBE-F	5 KZFX-F	5 KKBQ-AF>	5 KODA-F	5 KZFX-F<	5 KKBQ-AF	5 KNRJ-F<	5 KZFX-F	5 KTRH
6 KIKK-F	6 KIKK-F	6 KIKK-F<	6 KRBE-F	KFMK-F<	6 KNRJ-F	6 KNRJ-F<	6 KKBQ-AF<	6 KLTR-F	6 KLTR-F
7 KLOL-F	7 KZFX-F	7 KFMK-F>	KFMK-F	7 KKBQ-AF	7 KIKK-F>	7 KRBE-F	7 KLTR-F	7 KTRH <	7 KODA-F
8 KILT-F>	8 KNRJ-F	8 KLDE-F	8 KODA-F	8 KLDE-F	8 KKZR	8 KIKK-F	8 KFMK-F<	8 KKBQ-AF	8 KLDE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	0.3/1.1
KIKK	650	Pasadena	0.3/1.4
KILT	610	Houston	0.7/2.2
KJOJ-F	106.9	Conroe	0.6/1.4
KKZR	1070	Houston	0.9/2.0
KLVL	1480	Pasadena	0.3/1.0
KNUZ	1230	Houston	0.4/1.7
KQQK-F	106.5	Galveston/Hstn	0.6/2.7
KRTS-F	92.1	Seabrook	0.4/1.2
KWWJ	1360	Baytown	0.4/1.0
KYST	920	Texas City	0.4/1.6

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	$ 48.00	(Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	$ 49.00	(Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ N/A	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY OLDIES	,	$ N/A	(Banner)	Legacy
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00	(Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp.)	
KPRC,	950,	5 KW (DA-N)	, TALK	CBS,	$ 90.00	(Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS,	$ 168.00	(CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	$ 64.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC C,	$ 54.00	(Christal)	Noble

FM STATIONS

KFMK,	97.9,	95 KW @ 1900,	AC	,	$ 190.00	(Katz)	Cook Inlet	
KHCB,	105.7,	100 KW @ 1594,	RELIGION	,	$ 30.00	(---)		
KIKK,	95.7,	95 KW @ 1895,	COUNTRY	,	$ 215.00	(Torbet)	Viacom	
KILT,	100.3,	95 KW @ 1895,	COUNTRY	,	$ 195.00	(Banner)	Legacy	
KKBQ,	92.9,	97 KW @ 1895,	CHR	ABC F,	$ 174.00	(Mc-Guild)	Gannett	
KKHT,	96.5,	97 KW @ 1895,	CHR/URBAN	ABC R,	$ 125.00	(HNWH)	Emmis	
KLDE,	94.5,	95 KW @ 1895,	OLDIES	US-1,	$ 100.00	(Durpetti)	Entercom	
KLOL,	101.1,	95 KW @ 1895,	AOR	SOURCE,	$ 167.00	(CBS)	Rusk	
KLTR,	93.7,	100 KW @ 1700,	AC	RADRAD,	$ 100.00	(CBS)	CBS	
KMJQ,	102.1,	100 KW @ 1700,	BLACK	,	$ 204.00	(Christal)	Noble	
KODA,	99.1,	95 KW @ 1895,	EZ	,	$ 184.00	(Group W)	Westinghouse	
KQUE,	102.9,	100 KW @ 959,	NOSTALGIA	ABC E,	$ 90.00	(Eastman)		
KRBE,	104.1,	95 KW @ 1895,	CHR	,	$ 170.00	(Durpetti)	Susquehanna	
KZFX,	107.5,	95 KW @ 1947,	CLASSIC AOR	,	$ 150.00	(Republic)	Shamrock	
KJOJ,	106.9,	90 KW @ 1446,	RELIGION	,	$ 23.00	(---)	Ragan Henry	(CONROE)

KHYS -- See Beaumont

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,009,100

MSA Rank/Pop: 40/1,232,600
ADI # 25
Average Person Ratings: 17.6
Market TSL: 23.5 hours

Stations: 22/21
Diaries: 1591/634:1/53.1%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 6.8

1988 Revenue: $46,500,000
HH Inc.: $34,011
Retail $: 9.6 Bil
Pop per Station: 48,052
#1 Biller: WIBC $9,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	255/14.4	15.6	14.9	14.5	13.8	14.9	463/5318	2864/28.4	27.1	26.9	103	21.8	425	3456	WFBQ-F
2. WFMS-F	(C)	214/12.1	11.3	12.3	9.0	11.4	11.2	288/3030	2185/21.7	19.6	21.0	123	12.7	248	2236	WFMS-F
3. WIBC	(MOR)	207/11.7	12.4	11.1	14.3	13.9	12.4	222/2679	2188/21.7	23.5	23.5	67	8.6	167	1758	WIBC
4. WZPL-F	(CHR)	178/10.0	9.7	8.8	9.2	10.2	9.4	268/4111	2619/26.0	27.3	24.5	64	12.4	241	3069	WZPL-F
5. WTLC-F	(B)	143/ 8.1	6.9	6.8	6.3	8.8	7.0	150/1501	1382/13.7	12.4	12.4	110	7.3	143	2175	WTLC-F
6. WENS-F	(AC)	122/ 6.9	7.3	6.6	7.1	6.7	7.0	152/2240	1715/17.0	19.3	18.3	135	7.2	141	2165	WENS-F
7. WKLR-F	(O)	106/ 6.0	8.5	8.0	6.9	6.6	7.3	156/2918	1712/17.0	19.4	15.7	153	6.7	130	1673	WKLR-F
8. WXTZ-F	(EZ)	82/ 4.6	6.4	8.6	9.1	7.6	7.2	125/1805	1318/13.1	14.6	15.5	104	4.3	83	1293	WXTZ-F
9. WTPI-F	(AC)	73/ 4.1	3.3	3.9	4.6	3.4	4.0	88/1390	1059/10.5	8.9	9.8	159	3.4	66	979	WTPI-F
10. WPZZ-F	(B)	62/ 3.5	2.0	1.9	2.2	1.4	2.4	62/692	692/ 6.9	5.3	2.2	77	3.7	73	1054	WPZZ-F
11. WTUX	(BB)	55/ 3.1	2.9	3.2	3.2	3.6	3.1	69/626	543/ 5.4	5.4	6.1	23	2.5	49	537	WTUX
12. WGRT	(REL)	37/ 2.1	0.9	0.9	0.5	0.8	1.1	38/238	228/ 2.3	1.6	1.4	86	0.5	10	117	WGRT
13. WIRE	(C)	32/ 1.8	1.5	1.0	1.6	2.0	1.5	33/522	466/ 4.6	4.4	5.5	78	1.4	27	444	WIRE
14.																

12+ FM SHARE (METRO): 77.63% (1284 of 1654) (SUM 88: 76.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F	1 WIBC	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC
2 WFBQ-F>	2 WZPL-F	2 WFMS-F	2 WFMS-F>	WFBQ-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F	2 WFMS-F	2 WTLC-F	2 WFMS-F
3 WPZZ-F	3 WTLC-F<	3 WENS-F<	3 WENS-F<	3 WENS-F<	3 WXTZ-F	3 WFMS-F>	3 WIBC <	3 WZPL-F	3 WFMS-F	3 WTLC-F>>
4 WTLC-F>	4 WENS-F	4 WTLC-F	4 WKLR-F	4 WKLR-F	4 WTLC-F<	4 WZPL-F	4 WZPL-F	4 WIBC	4 WFBQ-F	4 WFBQ-F
5 WENS-F	5 WFMS-F	5 WZPL-F	5 WTLC-F	5 WTLC-F	5 WTUX	5 WTLC-F<	5 WENS-F	5 WTLC-F	5 WIBC	5 WENS-F
6	6 WKLR-F	6 WKLR-F>	6 WTPI-F	6 WIBC	WKLR-F	6 WENS-F>	6 WTLC-F	6 WENS-F	6 WENS-F	6
7	7 WTPI-F	7 WTPI-F	7 WZPL-F	7 WTPI-F<	7	7 WKLR-F	7 WKLR-F	7 WKLR-F	7 WPZZ-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZPL-F	1 WFBQ-F	1 WENS-F<	1 WENS-F	1 WFMS-F
2 WFBQ-F>	2 WENS-F<	2 WFBQ-F	2 WFBQ-F	2 WENS-F>
3 WTLC-F	3 WZPL-F	3 WTLC-F	3 WFMS-F	3 WKLR-F<
4 WENS-F>	4 WTLC-F>	4 WTPI-F	4 WZPL-F<	4 WTLC-F
5 WPZZ-F	5 WFMS-F	WKLR-F	5 WTLC-F	WFBQ-F
6 WFMS-F	6 WTPI-F	WFMS-F<	6 WKLR-F	6 WIBC
7 WTPI-F>	7 WKLR-F	7 WZPL-F>>	7 WTPI-F	7 WTPI-F<
8	8	8 WIBC	8	8 WZPL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F	2 WZPL-F	2 WTLC-F	2 WFMS-F>	2 WFMS-F>
3 WFMS-F	3 WTLC-F	3 WZPL-F	3 WKLR-F	3 WKLR-F
4 WPZZ-F	WFMS-F	WFMS-F	4 WTLC-F	4 WTLC-F
5 WTLC-F	5 WPZZ-F	5 WENS-F	5 WZPL-F>	5 WIBC
6 WKLR-F>>	WKLR-F	6 WKLR-F	6 WENS-F<	6 WENS-F<
7 WTTS-F	7	7 WTPI-F	7 WTPI-F	7 WZPL-F
WIBC	8	WPZZ-F>>	8 WPZZ-F	WTPI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	0.6/1.2
WCBK-F	102.3	Martinsville	0.6/1.1
WNDE	1260	Indianapolis	0.5/3.4
WNTS	1590	BeechGrove/Indy	0.3/1.8
WSYW-F	107.1	Danville/Indy	0.4/2.0
WTTS-F	92.3	Bloomington	1.1/5.7
WXIR-F	98.3	Plainfield/Indy	0.6/2.7
WXLW	950	Indianapolis	0.4/2.2
WLW	700	Cincinnati	0.4/2.6

RADIO STATIONS

WGRT,	810,	250 W (DAYS)	, GOSPEL	SBN,	$ 18.00	(---)	Universal
WIBC,	1070,	50 KW/10 KW (DA-2)	, MOR	NBC, TNLKNT,	$ 140.00	(Durpetti)	Sconnix
WIRE,	1430,	5 KW (DA-N)	, EZ	ABC I,	$ 40.00	(Christal)	ML/WIN
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00	(Katz)	Great American
WNTS,	1590,	5 KW/500 W (DA-2)	, RELIGION		$ 20.00	(---)	
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 43.00	(MMR)	Panache
WENS-F,	97.1,	23 KW @ 739	, AC	,	$ 107.00	(Mc-Guild)	Emmis
WFMS-F,	95.5,	13 KW @ 990	, COUNTRY	,	$ 116.00	(Eastman)	Susquehanna
WKLR-F,	93.1,	12 KW @ 1000	, OLDIES	,	$ 100.00	(Durpetti)	Sconnix
WFBQ-F,	94.7,	52 KW @ 850	, AOR	SOURCE,	$ 163.00	(Katz)	Great American
WPZZ-F,	95.9,	3 KW @ 300	, BLACK	SBN,	$ 16.00	(Regional)	Willis (FRANKLIN)
WSYW-F,	107.1,	1 KW @ 500	, CLASSICAL	UPI,	$ 25.00	(CMBS)	Universal (DANVILLE)
WTLC-F,	105.7,	50 KW @ 445	, BLACK	,	$ 70.00	(MMR)	Panache
WTPI-F,	107.9,	22 KW @ 750	, SOFT AC	,	$ 56.00	(Eastman)	Somerset
WXIR-F,	96.3,	3 KW @ 296	, RELIGION	,	$ 15.00	(---)	(PLAINFIELD)
WXTZ-F,	103.3,	18 KW @ 860	, AC	ABC E,	$ 80.00	(Christal)	ML/WIN
WZPL-F,	99.5,	13 KW @ 900	, CHR	APR,	$ 90.00	(HNWH)	Booth
WTTS-F,	92.3,	37 KW @ 1091	, CHR	,	$ 30.00	(Republic)	Sarkes Tarzian (BLOOMINGTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/759,500

MSA Rank/Pop: 59/894,200
ADI # 57
Average Person Ratings: 15.9
Market TSL: 21.50 hours

Stations: 25/23
Diaries: 1121/677:1/49.9%
Sample Target: 1000
% Below Line: 0.7
% Not Listed: 14.4

1988 Revenue: $22,500,000
HH Inc.: $30,862
Retail $: 5.9 Bil
Pop per Station: 33,021
#1 Biller: WAPE-AF $4,300,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WAPE-F	(CHR)	173/14.3	13.8	15.8	15.3	16.5	14.8	222/2666	2097/27.6	28.2	31.8	74	20.7	291	2936	WAPE-F
2.	WQIK-F	(C)	118/ 9.8	12.2	10.8	9.7	10.5	10.6	174/2142	1475/19.4	19.4	17.1	111	9.0	127	1553	WQIK-F
3.	WFYV-F	(AOR)	115/ 9.5	8.3	8.3	11.2	10.3	9.3	127/1550	1262/16.6	14.5	16.8	112	7.8	110	1135	WFYV-F
4.	WEJZ-F	(AC)	101/ 8.4	6.3	6.4	3.7	4.1	6.2	114/1546	1318/17.4	13.6	9.1	117	3.8	54	874	WEJZ-F
5.	WCRJ-F	(C)	66/ 5.5	3.7	4.7	6.1	4.2	5.0	70/824	766/10.1	9.6	10.0	136	5.6	79	819	WCRJ-F
6.	WIVY-F	(AC)	63/ 5.2	5.4	5.4	6.5	8.5	5.6	67/1335	1236/16.3	14.9	17.4	140	4.2	59	1131	WIVY-F
7.	WAIV-F	(AC)	56/ 4.6	6.0	5.5	7.7	6.7	5.9	76/1284	1106/14.6	15.6	16.3	135	6.3	89	1097	WAIV-F
8.	WZAZ-F	(B)	48/ 4.0	6.1	5.6	6.7	7.4	5.6	48/663	663/ 8.7	10.7	11.4	90	8.6	121	1520	WZAZ-F
9.	WOKV	(N/T)	45/ 3.7	3.1	3.0	2.3	4.0	3.0	46/730	704/ 9.3	6.7	7.2	92	2.8	40	522	WOKV
10.	WZAZ	(B)	42/ 3.5	3.1	3.8	3.0	2.4	3.3	42/465	465/ 6.1	6.0	4.7	143	4.6	65	768	WZAZ
11.	WIOI-F	(AOR)	36/ 3.0	2.3	2.3	----	----	1.9	52/724	583/ 7.7	6.4	0.0	77	3.1	43	587	WIOI-F
12.	WCGL	(REL)	26/ 2.2	1.5	1.6	3.8	1.1	2.3	26/278	278/ 3.7	3.0	1.4	14	1.4	20	275	WCGL
13.	WSVE	(REL)	22/ 1.8	1.1	1.3	2.8	1.4	1.8	22/187	187/ 2.5	2.9	2.3	122	1.7	24	339	WSVE
14.																	
15.																	

12+ FM SHARE (METRO): 79.07% (816 of 1032) (SUM 88: 83.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WAPE-F	1 WFYV-F<	1 WQIK-F<	1 WQIK-F>	1 WAPE-F	1 WAPE-F>	1 WAPE-F	1 WAPE-F>>	1 WFYV-F
2 WIOI-F	2 WFYV-F>>	2 WFYV-F>	2 WAPE-F	2 WFYV-F	2 WEJZ-F>	2 WQIK-F	2 WFYV-F<	2 WEJZ-F<	2 WFYV-F	2 WAPE-F
WFYV-F	3 WEJZ-F<	3 WEJZ-F	3 WEJZ-F	WAPE-F	3 WCRJ-F	3 WFYV-F>	3 WQIK-F	3 WFYV-F	3 WQIK-F	3 WQIK-F<
4 WEJZ-F	4 WQIK-F	4 WQIK-F	4 WQIK-F	4 WEJZ-F	4 WIVY-F	4 WEJZ-F	4 WEJZ-F>	4 WQIK-F>	4 WEZJ-F	4 WSVE >
5	5 WZAZ-F	5	5 WIVY-F	5 WCRJ-F<	5 WOKV	5 WIVY-F	5 WAIV-F	5 WIVY-F<	5 WCRJ-F	5
6	6	6	6	6 WIVY-F	6 WAPE-F	6	6	6 WCRJ-F	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>>	1 WAPE-F	1 WAPE-F>	1 WAPE-F<	1 WAPE-F	1 WFYV-F	1 WFYV-F>	1 WFYV-F>	1 WFYV-F
2 WEJZ-F>	2 WEJZ-F<	2 WFYV-F	2 WEJZ-F>	2 WEJZ-F>	2 WFYV-F>>	2 WAPE-F>>	2 WAPE-F>	2 WAPE-F>	2 WQIK-F>
3 WFYV-F	3 WFYV-F>	3 WEJZ-F	3 WFYV-F	3 WQIK-F	3 WIOI-F>	3 WQIK-F	3 WCRJ-F	3 WQIK-F	3 WCRJ-F
4 WZAZ-F>	4 WZAZ-F	4 WQIK-F	4 WIVY-F	4 WIVY-F	4 WZAZ-F	WIOI-F	4 WQIK-F	4 WCRJ-F	4 WAPE-F
5 WQIK-F	WQIK-F	WIVY-F	WAIV-F	5 WAIV-F	WIVY-F	5 WCRJ-F	5 WZAZ-F	5 WIVY-F	5 WEJZ-F<
WHJX-F	6 WIVY-F	6 WZAZ	6 WQIK-F	6 WFYV-F	WAIV-F	6 WZAZ-F	6 WZAZ	6	6 WIVY-F
7	7	7 WAIV-F	7	7	7 WQIK-F	7	WOKV	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFOY	1240	St. Augustine	0.8/1.2
WFYV	1460	Jacksonville	0.7/1.9
WHJX-F	101.5	Brunswick	1.3/3.0
WJAX	1220	Jacksonville	0.7/1.8
WJGR	1530	Jacksonville	0.3/1.2
WJXR-F	92.1	Macclenny/Jcksn	0.5/1.4
WQIK	1320	Jacksonville	0.4/2.1
WROS	1050	Jcksnvl/Daytona	0.4/1.6
WRXJ	930	Jacksonville	0.8/2.2
WSOS-F	105.5	St Augustine	0.8/1.7
WNFI-F	99.9	Palatka	0.3/1.8
WRUF-F	103.7	Gainesville	0.3/1.5

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS), GOSPEL	SBN,	$ 16.00 (K & P)	
WOKV, 600, 5 KW (DA-N), NEWS/TALK	ABC T, CBS,	$ 30.00 (MMR)	EZ
WZAZ, 1400, 1 KW, BLACK	SBN,	$ 24.00 (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC	,	$ 86.00 (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR	,	$ 96.00 (Christal)	Evergreen
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY	,	$ 56.00 (Katz)	Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR	NBC,	$ 70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR	,	$ 40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC	APR,	$ 64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK	SBN, NBN,	$ 30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY	ABC E,	$ 94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC	,	$ 49.00 (Christal)	ML/WIN

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,279,200

MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 22/21
Diaries: 1499/853:1/58.0%
Sample Target: 1360
% Below Line: 0.3
% Not Listed: 7.4

1988 Revenue: $43,000,000
HH Inc.: $36,363
Retail $: 11.9 Bil
Pop per Station: 60,914
#1 Biller: WDAF $5,300,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	255/11.6	15.5	12.7	11.0	12.1	12.7	429/5306	3032/23.7	24.1	20.3	97	9.6	230	2661	WDAF
2. KBEQ-F (CHR)	180/ 8.2	7.4	7.1	6.2	7.5	7.2	210/3504	2788/21.8	21.2	21.2	65	11.5	274	3316	KBEQ-F
3. KFKF-AF (C)	172/ 7.8	7.2	8.1	8.7	6.3	7.9	203/2669	2092/15.9	15.6	13.7	126	6.7	152	1590	KFKF-A
4. KCMO-F (O)	135/ 6.1	5.4	4.7	4.2	4.9	5.1	150/2397	1872/14.6	15.1	14.0	126	3.6	85	1516	KCMO-F
5. KCMO (N/T)	134/ 6.1	6.0	6.6	9.6	6.4	7.1	202/2852	1972/15.4	14.7	14.3	75	6.1	146	2021	KCMO
6. KMBZ (MOR)	133/ 6.1	6.4	3.8	4.0	6.6	5.1	137/2437	2294/17.9	18.5	15.3	70	4.8	115	2879	KMBZ
7. KMBR-F (EZ)	124/ 5.6	5.9	7.4	6.1	6.2	6.3	149/2031	1556/12.2	11.9	11.5	75	3.8	90	1030	KMBR-F
8. KYYS-F (AOR)	116/ 5.3	4.7	6.4	7.0	8.5	5.8	145/2413	1830/14.3	13.4	17.7	130	5.3	127	2378	KYYS-F
9. KXXR-F (AOR)	112/ 5.1	6.7	7.0	6.0	2.8	6.2	133/2265	1807/14.1	14.0	8.5	45	8.4	202	2442	KXXR-F
10. KLSI-F (AC)	105/ 4.8	4.3	4.1	4.3	4.8	4.4	125/1925	1564/12.2	10.4	10.4	135	5.0	119	1629	KLSI-F
11. KCFX-F (AOR)	101/ 4.6	4.3	3.2	3.8	4.6	4.0	133/1916	1451/11.3	11.7	11.7	135	6.0	144	1739	KCFX-F
12. KPRS-F (B)	98/ 4.5	5.2	5.3	6.0	6.4	5.3	102/1372	1306/10.2	10.3	11.4	91	9.1	218	1865	KPRS-F
13. KUDL-F (AC)	86/ 3.9	4.4	6.5	4.8	5.1	4.9	99/1818	1558/12.2	12.1	11.6	126	3.3	79	1588	KUDL-F
14. WHB (O)	66/ 3.0	2.8	2.2	3.0	3.7	2.8	113/1887	1187/ 9.3	10.1	9.1	153	2.5	61	1034	WHB
15. KJLA (BB)	60/ 2.7	1.8	2.4	3.5	2.2	2.6	62/944	875/ 6.8	4.8	5.4	41	1.8	43	400	KJLA
16. KCWV-F (J/NA)	50/ 2.3	1.3	1.8	1.9	1.8	1.8	55/890	803/ 6.3	4.7	5.7	157	1.8	43	825	KCWV-F
17. KXTR-F (CL)	34/ 1.5	1.8	2.1	1.7	1.2	1.8	50/852	605/ 4.7	5.1	3.7	93	1.3	31	548	KXTR-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 64.86% (1320 of 2035) (SUM 88: 59.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KFKF-AF<	1 KFKF-AF	1 WDAF	1 WDAF	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF	1 KMBZ >>	1 WDAF >>
2 KXXR-F>	2 KYYS-F<	2 WDAF	2 KFKF-AF	2 KFKF-AF	2 KMBZ	2 KFKF-AF	2 KFKF-AF	2 KBEQ-F	2 KBEQ-F	2 KCMO
3 KPRS-F	3 KBEQ-F	3 KYYS-F	3 KCMO-F	3 KCMO-F	3 KCMO	3 KBEQ-F	3 KCMO	3 KFKF-AF	3 KXXR-F	3 KMBZ
4	4 KXXR-F	KBEQ-F	4 KYYS-F	4 KYYS-F	4 KMBR-F	4 KCMO <	4 KBEQ-F	4 KCMO-F	4 KPRS-F	4 KPRS-F
5	5 KCMO-F<	5 KCFX-F<	5 KLSI-F<	5 KLSI-F	5 KFKF-AF>	5 KCMO-F	5 KMBR-F	5 KMBR-F<	5 WDAF	5 KFKF-F
6	6 KCFX-F	6 KLSI-F	6 KCFX-F	6 KCFX-F	6 KCMO-F	6 KLSI-F	KCMO-F	6 KYYS-F	6 KCMO	6 KUDL-F
7	7 KPRS-F	7	7 KBEQ-F	7 KBEQ-F	7 KJLA	7 KMBR-F<	7 KYYS-F	KLSI-F<	7 KFKF-AF>>	7 KXXR-F>
8	8	8	8	8	8	8 KYYS-F	8	8 KCFX-F	8 KXTR-F	8 KLSI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-54	MEN 18-49	MEN 25-54
1 KFKF-AF<	1 KFKF-AF	1 KCMO-F	1 KFKF-AF	1 KFKF-AF<	1 KXXR-F	1 KYYS-F>	1 KYYS-F>	1 KYYS-F	1 WDAF
2 KXXR-F	2 KCMO-F<	2 KLSI-F<	2 KCMO-F	2 WDAF	2 KBEQ-F	2 KXXR-F	2 KCFX-F	2 WDAF	2 KYYS-F
3 KBEQ-F	3 KBEQ-F	3 KBEQ-F	3 KLSI-F	3 KCMO-F	3 KYYS-F>	3 KCFX-F	3 KFKF-AF	3 KFKF-AF	3 KFKF-AF
4 KPRS-F	4 KLSI-F	4 KFKF-AF	4 KBEQ-F	4 KLSI-F	4 KFKF-AF	KBEQ-F<	4 WDAF	4 KCFX-F	4 KCFX-F
5 KCMO-F	5 KXXR-F	5 KCFX-F	5 WDAF	5 KMBR-F	KCFX-F	5 KFKF-AF	5 KCWV-F<	5 KBEQ-F<	5 KMBZ
6 KLSI-F>	6 KCFX-F<	6 KUDL-F<	6	6 KBEQ-F	6 KPRS-F	6 WDAF	6 KPRS-F	6 KXXR-F	6 KCMO-F<
7 KMBR-F	7 KPRS-F	7 WHB	7	7 KUDL-F<	KCMO-F>	7 KPRS-F	7 KBEQ-F	7 KCMO-F	7 KCMO
KCFX-F	8	8 WDAF	8	8 WHB	8 WDAF	8	8 KCMO	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBZR	1030	Blue Sprg/KCty	0.5/1.5
KCCV	1510	Independence	0.7/1.7
KCNW	1380	Fairway/KC	0.5/1.3
KPRT	1590	Kansas City	1.4/3.0
KHUM-F	95.7	Ottawa	0.3/0.9

AM STATIONS

KCCV	1510	10 KW (DAYS)	RELIGION		$ 18.00	(---)	Ragan Henry (INDEPENDENCE)
KCMO	810	50 KW/5 KW (DA-N)	TALK/NEWS	CBS, MBS	$ 83.00	(Mc-Guild)	Gannett
KCNW	1380	2.5 KW	RELIGION	CBN	$ 20.00	(----)	Marsh
KJLA	1190	5 KW/250 W(DA-N)	NOSTALGIA	MBS	$ 33.00	(Roslin)	
KMBZ	980	5 KW (DA-2)	MOR/TALK	NBC	$ 70.00	(Durpetti)	Bonneville
KPRT	1590	1 KW	GOSPEL	MBS	$ 23.00	(Republic)	
WDAF	610	5 KW	COUNTRY	ABC E	$ 108.00	(Katz)	Great American
WHB	710	10 KW/5KW (DA-2)	OLDIES	APR	$ 50.00	(Christal)	Shamrock

FM STATIONS

KBEQ	104.3	100 KW @ 987	CHR	ABC C	$ 91.00	(MMR)	Noble
KCFX	100.7	100 KW @ 850	CLASSIC AOR	US 1	$ 60.00	(MMR)	Hoker
KCPW	94.9	100 KW @ 1057	CHR		$ 61.00	(Mc-Guild)	Gannett
KCWV	98.9	100 KW @ 990	JAZZ/NAC	SMN	$ 47.00	(CBS)	ournal Co (LEAVENWORTH)
KFKF	94.1	100 KW @ 987	COUNTRY		$ 94.00	(HNWH)	Sconnix
KLSI	93.3	100 KW @ 1050	AC	CNN	$ 66.00	(Banner)	Sandusky
KMBR	99.7	98 KW @ 950	BTFL/EZ		$ 60.00	(Durpetti)	Bonneville
KPRS	103.3	100 KW @ 940	BLACK	SBN, ABC I	$ 51.00	(Republic)	
KUDL	98.1	100 KW @ 500	AC	APR	$ 64.00	(Christal)	Shamrock
KXTR	96.5	99 KW @ 960	CLASSICAL	US 2	$ 39.00	(CMBS)	
KXXR	106.5	100 KW @ 850	CHR/AOR		$ 59.00	(Republic)	Olympia
KYYS	102.1	100 KW @ 1013	AOR	SOURCE	$ 101.00	(Katz)	Great American

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 69/508,900
MSA Rank/Pop: 85/599,200
ADI # 61
Average Person Ratings: 16.7
Market TSL: 22.50 hours

Stations: 15/14
Diaries: 897/567:1/49.9%
Sample Target: 890
% Below Line: 0.5
% Not Listed: 13.1

1988 Revenue: $13,700,000
HH Inc.: $27,698
Retail $: 5.0 Bil
Pop per Station: 36,350
#1 Biller: WIVK-AF $5,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	277/53.7	33.5	32.5	33.0	35.8	38.2	504/4178	2446/48.1	47.5	47.5	72	35.1	291	2378	WIVK-AF
2. WMYU-F (AC)	108/12.7	13.7	14.4	13.7	11.5	13.6	152/2205	1514/29.8	29.5	28.6	124	13.2	117	1661	WMYU-F
3. WOKI-F (CHR)	95/11.2	11.6	10.3	9.1	9.2	10.6	284/2852	1153/22.7	24.2	18.8	53	16.3	145	1270	WOKI-F
4. WIMZ-AF (AOR)	93/11.0	10.7	14.3	14.0	15.2	12.5	134/1704	1081/21.1	24.0	26.9	107	13.3	117	1312	WIMZ-AF
5. WEZK-F (EZ)	82/ 9.7	8.9	8.2	10.1	10.2	9.2	122/1471	829/16.3	17.0	17.7	100	5.9	52	918	WEZK-F
6. WKNF-F (AC)	15/ 1.8	2.1	0.7	1.3	1.0	1.5	17/322	238/ 4.7	4.6	3.9	178	1.7	15	277	WKNF-F
7. WKGN (O)	13/ 1.5	2.0	0.6	1.1	1.2	1.3	13/164	164/ 3.2	3.4	2.0	73	2.4	21	354	WKGN
WGAP (C)	13/ 1.5	1.1	2.3	2.2	1.1	1.8	13/247	238/ 4.7	3.4	5.0	27	0.6	5	161	WGAP
WCKS-F (AC)	13/ 1.5	1.5	1.0	----	----	1.0	14/297	264/ 5.2	4.0	0.0	127	1.9	17	282	WCKS-F
10. WRJZ (REL)	11/ 1.3	1.3	1.5	1.2	1.2	1.3	13/252	211/ 4.1	3.7	4.7	100	1.1	10	254	WRJZ

12+ FM SHARE (METRO): 93.62% (690 of 737) (SUM 88: 90.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>	1 WIVK-F>>
2	2 WIMZ-AF	2 WMYU-F	2 WMYU-F	2 WMYU-F>	2 WEZK-F>	2 WMYU-F	2 WMYU-F	2 WMYU-F	2 WOKI-F>	2 WMYU-F<
3	3 WMYU-F	3 WIMZ-AF>	3 WIMZ-AF>	3 WIMZ-AF	3 WMYU-F	3 WIMZ-AF	3 WEZK-F	3 WIMZ-AF	3 WMYU-F<	3 WOKI-F>>
4	4 WOKI-F	4 WOKI-F	4 WEZK-F>	4 WEZK-F>	4	4 WOKI-F	4 WIMZ-AF<	4 WOKI-F	4 WIMZ-AF<	4 WGAP
5	5	5 WEZK-F	5 WOKI-F	5 WOKI-F>	5	5 WEZK-F	5 WOKI-F	WEZK-F	5 WEZK-F	5
6	6	6	6	6 WKNF-F>	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMYU-F	1 WMYU-F	1 WIVK-AF<	1 WIVK-AF>	1 WIVK-AF>>	1 WIMZ-AF>>	1 WIMZ-AF<	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>
2 WOKI-F>	2 WIVK-AF	2 WMYU-F>>	2 WMYU-F>>	2 WMYU-F>	2 WIVK-AF>	2 WIVK-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>
3 WIVK-AF	3 WOKI-F>	3 WOKI-F	3 WOKI-F	3 WEZK-F>	3 WOKI-F	3 WMYU-F	3 WMYU-F	3 WMYU-F>	3 WMYU-F>
4 WIMZ-AF>>	4 WIMZ-AF	4 WIMZ-AF>	4 WIMZ-AF	4 WOKI-F	4 WMYU-F>	4 WOKI-F	4 WOKI-F	4 WOKI-F	4 WEZK-F
5 WKGN	5	5 WCKS-F>	5 WEZK-F	5 WIMZ-AF	5 WEZK-F>>	5 WEZK-F	WEZK-F>>	WEZK-F	5
WCKS-F	6	6 WEZK-F	6	6	6 WKGN	6	6 WKNF-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOX-F	99.3	Jeff City/Knxvl	0.4/1.4
WQBB	1040	Powell/Knoxvill	0.8/2.8
WYSH	1380	Clinton	0.4/1.1
WQUT-F	101.5	Johnson City	0.5/1.9

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES ABC, NBN, $ 9.00 (Roslin)
WRJZ, 620, 5 KW (DA-N) , RELIGION , $ 11.00 (---)
WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ , $ 37.00 (Christal) South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR SOURCE, $ 70.00 (Christal) Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC E, $ 109.00 (Katz) Dick
WMYU-F, 102.1, 15 KW @ 1990, AC US 1, $ 68.00 (Eastman) Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR ABC F, CBS, $ 34.00 (HNWH) (OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC TRNSTR, $ 18.00 (---) (OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 97/357,200
MSA Rank/Pop: 109/431,600
ADI # 101
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 19/15
Diaries: 819/436:1/51.8%
Sample Target: 780
% Below Line: 5.1
% Not Listed: 17.3

1988 Revenue: $11,500,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,813
#1 Biller: WVIC-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F	(CHR)	101/16.2	16.2	16.5	19.2	21.5	17.0	147/1978	1388/38.9	37.5	39.5	89	21.1	149	1623	WVIC-F
2. WITL-F	(C)	96/15.4	17.5	15.7	11.6	15.8	15.1	138/1408	889/24.9	24.6	25.3	103	15.3	108	923	WITL-F
3. WFMK-F	(AC)	59/ 9.5	7.9	8.7	7.3	7.5	8.4	74/911	672/18.8	19.6	18.8	136	6.1	43	523	WFMK-F
4. WJIM-F	(EZ)	45/ 7.2	7.2	6.7	9.1	5.6	7.6	56/686	497/13.9	13.7	14.0	78	5.1	36	392	WJIM-F
5. WIBM-F	(O)	37/ 5.9	5.7	5.6	6.8	4.7	6.0	70/1071	634/17.7	14.3	12.2	159	5.8	41	447	WIBM-F
6. WMMQ-F	(AOR)	33/ 5.3	5.1	4.5	3.3	4.7	4.6	40/679	552/15.5	15.3	14.6	89	6.5	46	549	WMMQ-F
7. WGOR-F	(CHR)	29/ 4.7	4.4	6.4	5.1	5.3	5.2	35/665	580/16.2	14.8	14.6	38	6.4	45	559	WGOR-F
8. WXLA	(B)	28/ 4.5	1.0	1.7	0.5	1.1	1.9	28/166	147/ 4.1	2.3	1.9	84	2.4	17	253	WXLA
9. WKKP-F	(AC)	20/ 3.2	1.5	1.9	2.1	2.9	2.2	21/343	335/ 9.4	7.5	10.6	156	2.1	15	334	WKKP-F
10. WJR	(MOR)	19/ 3.0	5.2	5.0	4.5	5.6	4.4	102/1345	289/ 8.1	11.8	12.1	60	4.7	33	373	WJR
11. WJXQ-F	(AOR)	17/ 2.7	4.8	3.1	6.1	4.5	4.2	52/861	362/10.1	11.2	11.7	130	4.7	33	571	WJXQ-F
12. WILS	(B)	12/ 1.9	0.7	2.0	1.3	2.0	1.5	14/224	180/ 5.0	2.7	4.4	79	4.2	30	318	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 87.38% (450 of 515) (SUM 88: 87.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>>	1 WVIC-F>	1 WVIC-F>	1 WVIC-F	1 WITL-F	1 WITL-F>>	1 WVIC-F<	1 WITL-F	1 WVIC-F	1 WVIC-F>	1 WVIC-F
2 WGOR-F	2 WFMK-F>	2 WFMK-F	2 WITL-F<	2 WVIC-F	2 WJIM-F>	2 WITL-F>>	2 WVIC-F	2 WITL-F	2 WITL-F	2 WITL-F>
3	3 WMMQ-F	3 WITL-F	3 WFMK-F	3 WFMK-F>	3 WVIC-F	3 WFMK-F	3 WFMK-F	3 WFMK-F>	3 WXLA	3 WJIM-F
4	4 WIBM-F	4 WIBM-F	4 WIBM-F	4 WIBM-F>	4 WJR <	4 WJIM-F	4 WJIM-F>	4 WJIM-F	WFMK-F	4 WIBM-F
5	5 WXLA	5 WMMQ-F	5	5 WJIM-F	5 WFMK-F	5 WMMQ-F	5 WMMQ-F	5 WIBM-F	5 WGOR-F	WFMK-F
6	6	6	6	6 WKKP-F	6 WIBM-F	6	6 WIBM-F	6 WJXQ-F	6	6 WILS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-F	1 WVIC-F<	1 WFMK-F	1 WVIC-F	1 WVIC-F<	1 WVIC-F>>	1 WVIC-F>>	1 WIBM-F	1 WVIC-F>	1 WITL-F>
2 WFMK-F>	2 WFMK-F>>	2 WVIC-F>	2 WFMK-F	2 WFMK-F	2 WMMQ-F>	2 WMMQ-F	2 WVIC-F	2 WIBM-F	2 WIBM-F
3 WMMQ-F	3 WXLA	3 WKKP-F>>	3 WITL-F>	3 WITL-F>	3 WGOR-F>	3 WIBM-F	3 WFMK-F	3 WMMQ-F	3 WVIC-F
4 WXLA	WKKP-F	4 WXLA	4 WIBM-F	4 WJIM-F	4 WXLA	4 WFMK-F	4 WMMQ-F	WITL-F	4 WFMK-F
WGOR-F>	5 WMMQ-F	WJIM-F	5 WXLA	5 WKKP-F	WJIM-F>	5 WJXQ-F	WJXQ-F	5 WFMK-F	5 WMMQ-F
6 WITL-F	6 WGOR-F	6 WITL-F	WKKP-F	6 WIBM-F	6	6	6 WITL-F>>	6	6 WJXQ-F
WIBM-F>	7	7 WMMQ-F	7	7		7	7	7	7
8 WJXQ-F	8		8	8		8		8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAP	730	East Lansing	
WIBM	1450	Jackson	0.0/0.3
WITL	1010	Lansing	0.3/2.5
WJIM	1240	Lansing	0.6/3.1
WCUZ-F	101.3	Grand Rapids	0.3/1.3
WJFM-F	93.7	Grand Rapids	0.8/2.6
WOOD-F	105.7	Grand Rapids	1.0/3.6

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3) , BLACK	CBS, $	14.00 (Christal)	MacDonald	
WJIM, 1240, 1 KW , TALK	NBC, $	15.00 (Torbet)	Double L	
WXLA, 1180, 1 KW (DAYS,DA) , BLACK	, $	11.00 (Roslin)		(DIMONDALE)
WGOR-F, 92.1, 3 KW @ 300, CHR	, $	20.00 (Mc-Guild)	—	(ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600, AC	, $	39.00 (Republic)	Liggett	
WIBM-F, 94.1, 40 KW @ 560, OLDIES	US 2, $	30.00 (MMR)		(JACKSON)
WITL-F, 100.7, 27 KW @ 680, COUNTRY	ABC E, $	54.00 (Banner)		
WJIM-F, 97.5, 28 KW @ 440, BTFL/EZ	NBC, $	30.00 (Torbet)	Double L	
WKXQ-F, 106.1, 50 KW @ 500, AOR	ABC R, $	26.00 (Christal)		(JACKSON)
WKKP-F, 101.7, 3 KW @ 150, AC	CBS, $	24.00 (Christal)	MacDonald	
WMMQ-F, 92.7, 1.5 KW @ 450, CLASSIC AOR	SOURCE, NBC, $	29.00 (HNWH)		(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500, CHR	, $	70.00 (Katz)	Goodrich	

WJR -- See Detroit

LAS VEGAS

Arbitron Rank/Pop (12+): 67/520,700

MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 17.9
Market TSL: 23.75 hours

Stations: 21/21
Diaries: 807/443:1/42.9%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 16.2

1988 Revenue: $11,500,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 24,795
#1 Biller: KFMS-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF	(C)	101/10.8	11.3	13.2	11.4	12.7	11.7	109/1045	997/19.1	17.8	18.8	128	10.8	104	869	KFMS-A
2. KLUC-F	(CHR)	81/ 8.7	10.0	7.6	9.1	10.9	8.9	81/1257	1257/24.1	22.3	24.7	74	13.9	138	1348	KLUC-F
3. KXTZ-F	(EZ)	74/ 7.9	8.5	12.4	10.3	9.2	9.8	82/856	777/14.9	14.6	14.8	70	5.8	58	590	KXTZ-F
4. KYRK-F	(CHR)	87/ 6.5	5.3	5.1	6.4	6.2	5.8	71/1056	1024/11.6	16.5	16.9	58	8.3	82	1022	KYRK-F
5. KMZQ-F	(AC)	54/ 5.8	4.2	4.7	5.5	4.8	5.1	54/762	762/14.6	10.5	11.6	103	4.4	44	616	KMZQ-F
6. KORK	(BB)	52/ 5.6	3.1	3.8	4.3	4.4	4.2	52/447	447/ 8.6	7.1	7.6	30	2.1	21	331	KORK
KKLZ-F	(AOR)	52/ 5.6	5.7	5.9	8.0	9.3	6.3	52/645	645/12.4	12.4	15.8	129	7.4	73	858	KKLZ-F
8. KOMP-F	(AOR)	45/ 4.8	6.3	5.9	5.0	6.0	5.5	46/557	543/10.4	11.0	13.0	119	6.0	60	747	KOMP-F
9. KUDA-F	(O)	36/ 3.9	4.7	4.2	1.3	0.8	3.5	36/500	500/ 9.6	11.9	2.1	151	3.2	32	406	KUDA-F
KRLV-F	(AC)	36/ 3.9	5.3	4.2	4.2	2.1	4.4	36/535	535/10.3	10.6	7.9	136	3.5	35	286	KRLV-F
11. KDWN	(N/T)	25/ 2.7	3.9	1.9	2.8	3.2	2.8	26/391	378/ 7.3	8.0	7.5	85	2.6	26	231	KDWN
12. KNUU	(N/T)	24/ 2.6	2.5	3.1	2.3	2.1	2.6	24/443	443/ 8.5	7.3	6.3	81	1.8	18	365	KNUU
13. KWNR-F	(AC)	22/ 2.4	2.6	2.5	2.3	3.1	2.5	23/390	384/ 7.4	8.4	10.2	133	1.7	17	228	KWNR-F
14. KLTN-F	(AC)	17/ 1.8	1.1	----	----	----	0.7	17/310	300/ 5.8	4.8	0.0	106	1.1	11	153	KLTN-F
15. KMTW	(B)	15/ 1.6	0.9	2.3	0.9	2.1	1.4	15/182	182/ 3.5	2.3	3.6	119	0.3	3	87	KMTW
KJUL-F	(AC)	15/ 1.6	0.7	----	----	----	0.6	15/177	177/ 3.4	2.6	0.0	144	1.2	12	175	KJUL-F
17. KEYV-F	(J/NA)	13/ 1.4	2.9	2.0	2.3	1.9	2.2	14/267	261/ 5.0	7.5	5.1	164	3.0	30	356	KEYV-F

12+ FM SHARE (METRO): 81.69% (638 of 781) (SUM 88: 80.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F<	1 KFMS-AF	1 KFMS-AF>	1 KFMS-AF>	1 KXTZ-F	1 KFMS-AF>	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KDWN <
2 KYRK-F	2 KKLZ-F	2 KLUC-F	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF	2 KXTZ-F<	2 KLUC-F	2 KLUC-F<	2 KYRK-F	2 KXTZ-F
3	3 KYRK-F	3 KYRK-F	3 KLUC-F	3 KLUC-F	3 KORK >>	3 KLUC-F<	3 KXTZ-F	3 KYRK-F	3 KLUC-F>	KFMS-F
4	4 KOMP-F	KKLZ-F	4 KUDA-F	4 KMZQ-F<	4 KUDA-F	4 KORK	4 KORK	4 KXTZ-F	4 KRLV-F	4 KORK
5	5 KMZQ-F	5 KMZQ-F<	KMZQ-F	5 KUDA-F<	KRLV-F	5 KOMP-F	5 KYRK	5 KMZQ-F	5 KXTZ-F	KNUU >
6	6 KFMS-AF	6 KOMP-F	6 KOMP-F	6 KOMP-F<	KNUU	6 KKLZ-F	6 KMZQ-F<	KKLZ-F	6	6
7	7	7	7	7	KDWN	7	7 KOMP-F	7	7	7
8	8	8	8	8	8	8	KKLZ-F	8	8	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF>	1 KYRK-F>>	1 KKLZ-F<	1 KKLZ-F	1 KKLZ-F	1 KFMS-AF
2 KYRK-F>>	2 KYRK-F	KMZQ-F	2 KLUC-F>	2 KLUC-F	2 KOMP-F	2 KOMP-F	2 KOMP-F	2 KFMS-AF	2 KKLZ-F
3 KMZQ-F>	KMZQ-F	3 KLUC-F	3 KYRK-F	3 KRLV-F	3 KKLZ-F	3 KYRK-F>	3 KFMS-AF>	3 KOMP-F	3 KUDA-F
4 KFMS-AF	4 KFMS-AF	4 KKLZ-F>	4 KMZQ-F	4 KMZQ-F	4 KMZQ-F	4 KLUC-F	4 KLUC-F	4 KYRK-F	4 KOMP-F
KOMP-F	5 KKLZ-F	5 KRLV-F	5 KRLV-F	5 KXTZ-F	5 KLUC-F>	5 KMZQ-F	5 KMZQ-F	5 KUDA-F<	5 KXTZ-F
KLTN-F	6	KOMP-F	6	6	6	6	6	6 KMZQ-F	KMZQ-F
KKLZ-F>	7	KMTW	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENO	1460	Las Vegas	1.3/3.8
KREL	1280	Henderson/LosVg	1.1/2.5
KRRI-F	105.5	Boulder Cty/LV	1.1/3.9

RADIO STATIONS

KDWN, 720, 50 KW (DA-N) , TALK	, $	19.00 (Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N) , OLDIES	, $	16.00 (Christal)	Lotus
KNUU, 970, 5 KW/500 W (DA-2), NEWS/TALK	MBS, CBS, $	15.00 (---)	
KORK, 920, 5 KW/500 W (DA-2), NOSTALGIA	ABC I, $	19.00 (MMR)	Anchor
KRSR, 1140, 10 KW/2.5 KW(DA-N), AOR	, $	15.00 (Mc-Guild)	Nationwide
KEYV-F, 93.1, 50 KW @ 100, JAZZ/NAC	, $	29.00 (HNWH)	
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	, $	61.00 (Katz)	
KJUL-F, 104.3, 100 KW @ 1115, AC	APR, $	20.00 (---)	Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170, CLASSIC AOR	, $	34.00 (Banner)	
KLTN-F, 103.5, 100 KW @ 1042, AC	TRNSTR, $	20.00 (K & P)	
KLUC-F, 98.5, 100 KW @ 1180, CHR	UPI, $	60.00 (Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180, AC	, $	46.00 (Eastman)	Commonwealth
KOMP-F, 92.3, 100 KW @ 1520, AOR	, $	35.00 (Christal)	Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC	, $	28.00 (Eastman)	
KRRI-F, 105.5, 50 KW @ 1450, OLDIES	MBS, $	20.00 (Torbet)	
KUDA-F, 107.5, 25 KW @ 3726, OLDIES	, $	30.00 (Katz)	American (Quinn)
KWNR-F, 95.5, 100 KW @ 1120, OLDIES	, $	26.00 (Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250, BTFL/EZ	, $	44.00 (Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950, CHR	, $	33.00 (MMR)	Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,086,100

MSA Rank/Pop: 2/11,700,000
ADI # 2

Average Person Ratings: 18.6
Market TSL: 24.50 hours

Stations: 45/44
Diaries: 3712/2448:1/42.4%
Sample Target: 3440
% Below Line: 0.3
% Not Listed: 8.4

1988 Revenue: $334,000,000
HH Inc.: $37,900
Retail $: 83.6 Bil
Pop per Station: 206,502
#1 Biller: KABC $33,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOST-F	(AC)	1152/ 6.8	6.1	5.6	5.4	5.0	6.0	1302/17575	15469/17.0	16.4	13.3	116	4.3	663	7841	KOST-F
2. KIIS-AF	(CHR)	1089/ 6.4	5.2	7.1	6.5	6.9	6.3	1253/22223	19124/21.0	19.7	21.1	97	7.1	1064	18498	KIIS-AF
3. KPWR-F	(CHR)	1025/ 6.1	7.1	6.4	7.2	7.4	6.7	1077/17084	15740/17.3	18.1	18.0	70	7.7	1192	15484	KPWR-F
4. KQLZ-F	(CHR)	929/ 5.5	4.3	2.7	2.8	2.6	3.8	1199/15929	12491/13.7	12.6	8.1	73	6.4	993	11732	KQLZ-F
5. KJOI-F	(EZ)	771/ 4.6	4.1	4.5	4.6	4.1	4.4	833/8981	8175/ 9.0	9.5	8.5	57	3.4	522	5013	KJOI-F
6. KABC	(T)	729/ 4.3	5.2	4.9	5.3	5.7	4.9	805/11357	10049/11.1	12.7	13.0	67	4.6	719	8798	KABC
7. KLOS-F	(AOR)	695/ 4.1	3.8	4.6	3.6	4.3	4.0	947/12565	9430/10.4	10.3	9.9	124	4.2	650	8815	KLOS-F
8. KBIG-F	(AC)	609/ 3.6	4.3	4.0	3.3	4.2	3.8	720/11498	9808/10.8	10.8	9.8	125	3.0	465	4617	KBIG-F
9. KLVE-F	(SP)	538/ 3.2	1.8	2.3	2.8	2.7	2.5	556/6258	5945/ 6.5	4.7	5.2	116	1.9	301	4164	KLVE-F
10. KFWB	(N)	518/ 3.1	3.0	2.9	3.1	3.3	3.0	548/12153	11475/12.6	12.6	12.7	55	2.5	385	7500	KFWB
11. KRTH-F	(O)	473/ 2.8	3.1	3.3	3.2	3.1	3.1	592/13085	10666/11.7	10.2	11.6	146	3.3	514	6289	KRTH-F
12. KNX	(N)	466/ 2.8	3.3	3.6	3.5	3.1	3.3	619/13500	10558/11.6	13.0	11.9	75	2.3	362	5965	KNX
13. KTWV-F	(J/NA)	465/ 2.8	2.5	3.4	3.3	3.0	3.0	536/8851	7682/ 8.5	8.5	8.8	150	2.8	441	5023	KTWV-F
14. KMPC	(BB)	459/ 2.7	2.5	2.3	2.1	2.0	2.4	587/8339	6621/ 7.3	7.4	6.4	48	2.0	307	4081	KMPC
15. KWKW	(SP)	457/ 2.7	2.2	2.3	1.3	1.5	2.1	458/4078	4032/ 4.4	3.8	2.6	126	2.0	315	4115	KWKW
16. KROQ-F	(AOR)	419/ 2.5	2.3	3.0	3.2	3.4	2.8	488/8479	7378/ 8.1	7.3	10.3	72	4.5	692	7279	KROQ-F
17. KZLA-F	(C)	389/ 2.3	2.0	2.3	2.6	2.1	2.3	425/5786	5027/ 5.5	5.4	5.1	117	2.4	374	4344	KZLA-F
18. KODJ-F	(O)	340/ 2.0	2.0	1.1	1.2	1.3	1.6	473/8677	6571/ 7.2	6.9	5.0	140	2.5	389	4597	KODJ-F
19. KLSX-F	(AOR)	338/ 2.0	1.8	2.5	2.3	3.1	2.2	378/7370	6695/ 7.4	7.4	7.7	135	1.8	283	4889	KLSX-F
20. KTNQ	(SP)	327/ 1.9	2.5	1.6	2.8	2.7	2.2	334/3520	3440/ 3.8	5.0	4.6	126	2.0	313	3825	KTNQ
21. KJLH-F	(B)	314/ 1.9	2.2	2.3	2.3	1.6	2.2	324/5118	4948/ 5.4	5.9	5.3	89	3.3	518	5845	KJLH-F
22. KFAC-F	(CL)	288/ 1.7	1.5	1.6	1.5	1.4	1.6	337/5834	4980/ 5.5	5.0	5.0	88	1.2	183	3784	KFAC-F
23. KFI	(T)	272/ 1.6	1.8	1.3	1.3	1.4	1.5	407/7268	5077/ 5.6	6.1	4.6	119	1.3	209	3411	KFI
24. KRTH	(AC)	221/ 1.3	0.8	0.6	1.1	0.9	0.9	227/3242	3084/ 3.4	3.2	3.5	115	0.3	53	1397	KRTH
25. KACE-F	(B)	209/ 1.2	1.3	0.9	1.4	1.0	1.2	216/4014	3973/ 4.4	3.8	3.5	125	2.1	323	3690	KACE-F
26. KEDG-F	(AC)	195/ 1.2	0.7	0.9	0.7	0.4	0.9	217/5647	5090/ 5.6	2.7	2.0	100	1.1	172	2806	KEDG-F
27. KSKQ	(SP)	184/ 1.1	1.0	1.1	1.2	1.6	1.1	185/2076	2069/ 2.3	2.3	2.6	136	0.9	142	1274	KSKQ
28. KNAC-F	(AOR)	177/ 1.0	1.0	1.4	1.6	1.0	1.3	200/2765	2524/ 2.8	3.2	2.5	50	2.0	315	3824	KNAC-F
29. KKGO-F	(J/NA)	176/ 1.0	1.2	1.1	1.0	1.5	1.1	220/4008	3293/ 3.6	3.7	4.3	140	1.3	201	2931	KKGO-F
30.																

12+ FM SHARE (METRO): 71.48% (11067 of 15483) (SUM 88: 68.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F	1 KQLZ-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KJOI-F	1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >>
2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KABC	2 KLOS-F>	2 KIIS-AF	2 KIIS-AF<	2 KPWR-F<	2 KNX >>
3 KQLZ-F>>	KPWR-F<	3 KQLZ-F	3 KLOS-F	3 KLOS-F	3 KOST-F	3 KABC	3 KPWR-F<	3 KPWR-F<	3 KABC	3 KFWB >>
4 KROQ-F	4 KOST-F	KPWR-F	4 KPWR-F<	4 KBIG-F	4 KFWB <	4 KOST-F<	4 KQLZ-F	4 KQLZ-F	4 KQLZ-F	4 KOST-F
5	5 KLOS-F>	5 KLOS-F>	5 KBIG-F<	5 KPWR-F<	5 KMPC	5 KFWB <	5 KJOI-F	5 KJOI-F	5 KIIS-AF>	5 KJOI-F>>
6	6 KLVE-F	6 KBIG-F<	6 KQLZ-F	6 KTWV-F<	6 KNX	6 KPWR-F<	6 KBIG-F	6 KBIG-F	6 KJOI-F	6 KQLZ-F>>
7	7 KROQ-F	7 KLVE-F	7 KRTH-F<	7 KRTH-F<	7 KBIG-F	7 KNX	7 KLOS-F	7 KABC	7 KMPC	7 KMPC
8	8 KBIG-F	8 KRTH-F	8 KTWV-F<	8 KQLZ-F	8 KTWV-F	8 KQLZ-F	8 KABC	8 KTWV-F	KLVE-F	8 KBIG-F
9	9 KJLH-F	9 KTWV-F	9 KLVE-F-	9 KLVE-F	KRTH-F<	9 KJOI-F	9 KTWV-F<	9	9 KWKW	9 KRTH-F
10	10 KRTH-F	10 KWKW	10 KWKW	10 KWKW	10 KWKW	10 KMPC	10 KLVE-F	10	KNX	10 KPWR-F
		KROQ-F				KLVF-F			KJLH-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>
2 KQLZ-F	2 KPWR-F<	2 KIIS-AF>	2 KIIS-AF	2 KIIS-AF
KOST-F	3 KIIS-AF	3 KPWR-F	3 KPWR-F	3 KBIG-F
4 KIIS-AF>	4 KQLZ-F>	4 KBIG-F<	4 KBIG-F	4 KPWR-F
5 KLVE-F<	5 KBIG-F	5 KQLZ-F	5 KQLZ-F	5 KLVE-F<
6 KROQ-F	6 KLVE-F	6 KLOS-F	6 KLVE-F>	6 KRTH-F
7 KBIG-F	7 KLOS-F	7 KLVE-F	7 KTWV-F	7 KTWV-F
8 KJLH-F>	8 KROQ-F	8 KRTH-F>	KRTH-F<	8 KQLZ-F<
9 KLOS-F	9 KJLH-F	9 KJLH-F	9 KODJ-F	9 KWKW
10 KACE-F	10 KRTH-F	10 KWKW	10 KLOS-F	10 KODJ-F
			KJLH-F	KJOI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KLOS-F<	1 KLOS-F>	1 KLOS-F	1 KLOS-F
2 KLOS-F	2 KQLZ-F>	2 KQLZ-F	2 KQLZ-F	2 KOST-F
3 KPWR-F<	3 KIIS-AF<	3 KIIS-AF	3 KIIS-AF	3 KIIS-AF
4 KIIS-AF	4 KPWR-F	4 KPWR-F	4 KOST-F	4 KTWV-F<
5 KROQ-F	5 KOST-F	5 KOST-F	5 KPWR-F	5 KQLZ-F
6 KOST-F	6 KROQ-F	6 KLVE-F	6 KRTH-F	6 KRTH-F
7 KNAC-F	7 KLVE-F>	7 KTWV-F	7 KTWV-F	7 KPWR-F
8 KLVE-F<	8 KTWV-F	8 KLSX-F	KLVE-F	8 KABC
9 KJLH-F	KLSX-F	9 KROQ-F	9 KROQ-F	9 KLVE-F<
10 KRTH-F	10 KRTH-F	10 KWKW	10	10 KWKW
	KNAC			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KALI	1430	San Gabriel	0.8/2.5
KDAY	1580	Santa Monica/LA	0.6/2.4
KEZY-F	95.9	Anaheim	0.4/1.6
KFSG-F	96.3	Los Angeles	0.3/1.4
KGFJ	1230	Los Angeles	0.7/2.0
KIEV	870	Glendale	0.4/2.1
KKLA-F	99.5	Los Angeles	0.7/2.3
KLAC	570	L A/ANAHEIM	0.8/2.6
KOCM-F	103.1	Newport Beach	0.3/0.9
KRLA	1110	Pasadena	0.8/3.4
KSKQ-F	97.9	Long Beach	0.5/2.0
KYMS-F	106.3	SANTA ANA	0.4/1.1
KAVS-F	97.7	MOJAVE/LANCASTR	0.3/0.6

RADIO STATIONS

KABC	790	5 KW (DA-N)	TALK	ABC I, ABC T	$ 410.00	(Katz)	Cap Cities/ABC	
KALI	1430	5 KW (DA-2)	HISPANIC		$ 90.00	(Katz)	TA/Shaw	(SAN GABRIEL)
KBRT	740	10 KW (DAYS, DA)	RELIGION		50.00	(---)		(AVALON)
KDAY	1580	50 KW (DA-2)	BLACK	NBN	$ 100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI	640	50 KW	TALK	MBS	$ 150.00	(Christal)	Cox	
KFWB	980	5 KW	NEWS	NBC, UPI	$ 300.00	(Group W)	Westinghouse	
KGFJ	1230	1 KW	BLACK OLDIES	SBN, SMN	$ 70.00	(Roslin)		
KLAC	570	5 KW (DA-N)	COUNTRY	ABC D	$ 130.00	(Eastman)	Malrite	
KMPC	710	50 KW/10 KW (DA-N)	NOSTALGIA/MOR		$ 270.00	(Durpetti)	Golden West	
KNX	1070	50 KW	NEWS	CBS	$ 340.00	(CBS)	CBS	
KRLA	1110	50 KW (DA-2)	OLIDES		$ 100.00	(MMR)	Greater Media	
KRTH	930	5 KW (DA-N)	OLDIES	US 2	$ N/A	(Republic)	Beasley	
KSKQ	1540	50 KW/10 KW (DA-2)	HISPANIC		$ 100.00	(SBS)	SBS	
KTNQ	1020	50 KW (DA-2)	HISPANIC	CRC	$ 165.00	(Caballero)	Heftel	
KWKW	1330	5 KW (DA-N)	HISPANIC		$ 120.00	(Lotus)	Lotus	

FM STATIONS

KACE	103.9	1.6 KW @ 390	BLACK	APR	$ 85.00	(K & P)	All Pro	(INGLEWOOD)
KBIG	104.3	105 KW @ 2890	AC		$ 280.00	(CBS)	Bonneville	
KEDG	101.9	2.5 KW @ 2848	SOFT AC		$ 100.00	(Durpetti)	Golden West	(GLENDALE)
KKBT	92.3	39 KW @ 2835	AC/HYBRID		$ 200.00	(Mc-Guild)	Evergreen	
KFSG	96.3	54 KW @ 480	RELIGION		40.00	(---)		
KGMX	94.3	3 KW @ -180	AC	APR,TALKNT	$ 50.00	(HNWH)	Buckley	
KIIS	102.7	8 KW @ 2790	CHR		$ 550.00	(Mc-Guild)	Gannett	
KJLH	102.3	3 KW @ 300	BLACK		$ 117.00	(Roslin)		(COMPTON)
KJOI	98.7	75 KW @ 1180	EZ		$ 285.00	(Banner)	Command	
KKGO	105.1	18 KW @ 2900	JAZZ/CLASSICAL	APR	$ 110.00	(CMBS)		
KLOS	95.5	63 KW @ 3129	AOR	ABC R	$ 312.00	(Katz)	Cap Cities/ABC	
KLSX	97.1	55 KW @ 770	CLASSIC AOR		$ 300.00	(MMR)	Greater Media	
KLVE	107.5	60 KW @ 2800	HISPANIC		$ 175.00	(Caballero)	Heftel	
KMAX	107.1	3 KW @ -13	HISPANIC		$ 60.00	(---)	Douglas	(ARCADIA)
KNAC	105.5	1.6 KW @ 400	AOR	ABC F	$ 120.00	(---)		(LONG BEACH)
KODJ	93.1	28 KW @ 3496	OLDIES	RADRAD	$ 200.00	(CBS)		
KOST	103.5	13 KW @ 3100	AC		$ 410.00	(Christal)	Cox	
KPWR	105.9	72 KW @ 770	CHR/URBAN		$ 425.00	(HNWH)	Emmis	
KQLZ	100.3	5 KW @ 3060	CHR/AOR	SOURCE	$ 600.00	(Eastman)	Westwood One	
KROQ	106.7	6 KW @ 1388	AOR		$ 300.00	(Torbet)	Infinity	
KRTH	101.1	51 KW @ 3130	OLDIES	US 2	$ 350.00	(Republic)	Beasley	
KSKQ	97.9	79 KW @ 420	HISPANIC		$ 120.00	(SBS)	SBS	
KTWV	94.7	55 KW @ 2952	JAZZ/NAC		$ 260.00	(Banner)	Legacy	
KZLA	93.9	49 KW @ 720	COUNTRY		$ 225.00	(Eastman)	Malrite	

MISCELLANEOUS COMMENTS: KKBT changed formats in Sept...KKGO changed formats in Sept.

LOUISVILLE

Arbitron Rank/Pop (12+): 49/791,500	Stations: 15/15	1988 Revenue: $23,100,000
	Diaries: 1326/597:1/55.0%	HH Inc.: $30,919
MSA Rank/Pop: 51/960,300	Sample Target: 1200	Retail $: 7.0 Bil
ADI # 45	% Below Line: 0.0	Pop per Station: 52,766
Average Person Ratings: 15.9	% Not Listed: 8.4	#1 Biller: WHAS $6,000,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F	(C)	207/16.4	16.3	17.1	17.2	17.8	16.8	295/3231	2137/27.0	26.8	25.7	124	18.2	259	2341	WAMZ-F
2. WDJX-AF	(CHR)	171/13.7	15.3	12.2	9.6	10.7	12.7	228/3086	2234/28.2	28.1	25.5	72	17.6	243	2285	WDJX-AF
3. WHAS	(MOR)	136/10.8	12.2	14.8	15.0	17.5	13.2	200/2838	2025/25.6	29.3	29.7	83	9.7	139	2251	WHAS
4. WLOU	(B)	119/ 9.4	7.1	7.4	3.9	3.5	6.9	120/836	807/10.2	9.4	6.5	96	10.9	155	1122	WLOU
5. WQMF-F	(AOR)	104/ 8.2	8.3	9.4	9.8	9.5	8.9	153/1963	1371/17.3	16.5	19.7	116	10.1	144	1773	WQMF-F
6. WVEZ-F	(AC)	100/ 7.9	5.9	6.7	7.1	6.9	6.9	119/1651	1410/17.8	14.9	15.0	133	4.4	63	931	WVEZ-F
7. WLRS-F	(CHR)	79/ 6.3	5.5	4.2	6.0	6.6	5.5	83/1442	1287/16.3	15.9	18.3	49	9.1	130	1984	WLRS-F
8. WRKA-F	(AC)	70/ 5.6	6.0	6.4	6.3	4.3	6.1	73/1332	1286/16.2	14.7	13.1	141	4.5	64	1080	WRKA-F
9. WAVG	(MOR)	40/ 3.2	3.8	4.4	3.7	3.4	3.8	44/827	729/ 9.2	10.7	9.8	109	3.0	43	668	WAVG
10. WLSY-F	(EZ)	38/ 3.0	3.0	1.9	6.2	4.7	3.5	38/460	415/ 5.3	6.4	8.4	100	1.4	20	487	WLSY-F
11. WXVW	(BB)	35/ 2.8	3.0	1.9	2.3	3.0	2.5	35/463	463/ 5.8	6.2	4.8	29	0.6	8	187	WXVW
12. WWKY	(C)	24/ 1.9	0.5	0.8	0.7	0.4	1.0	26/318	305/ 3.9	3.0	2.8	68	0.8	11	166	WWKY
13. WTMT	(C)	21/ 1.7	1.5	1.7	1.0	1.2	1.5	23/311	262/ 3.3	4.1	4.2	94	1.0	14	248	WTMT
14. WXLN-F	(REL)	11/ 0.9	1.5	0.8	1.0	1.5	1.0	12/334	326/ 4.1	3.5	4.6	122	1.4	20	250	WXLN-F
15.																

12+ FM SHARE (METRO): 67.27% (777 of 1155) (SUM 88: 64.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WDJX-AF<	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WAMZ-F>	1 WAMZ-F	1 WDJX-AF	1 WAMZ-F
2 WLRS-F>	2 WQMF-F	2 WDJX-AF	2 WDJX-AF	2 WVEZ-F	2 WHAS >>	2 WAMZ-F>	2 WDJX-AF	2 WDJX-AF>	2 WLOU	2 WLOU
3 WLOU >	3 WAMZ-F	3 WQMF-F	3 WVEZ-F	3 WDJX-AF<	3 WVEZ-F	3 WDJX-AF	3 WVEZ-F	3 WHAS	3 WAMZ-F	3 WHAS
4 WQMF-F	4 WLOU	4 WLOU	WQMF-F	4 WQMF-F	4 WLOU	4 WQMF-F	4 WLOU <	4 WVEZ-F	4 WHAS	4 WDJX-F
5	5 WLRS-F	5 WVEZ-F	5 WLOU	5 WLOU	5	5 WLOU	5 WQMF-F<	5 WQMF-F	5 WQMF-F	5 WRKA-F<
6	6 WRKA-F<	6	6 WRKA-F	WHAS	6	6	6 WHAS	6 WLOU	6 WLRS-F>	6 WLSY-F
7	7 WVEZ-F	7	WHAS	7	7	7	7	7	7 WVEZ-F	7 WXVW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>
2 WLOU <	2 WAMZ-F	WAMZ-F	2 WDJX-AF>	2 WVEZ-F<
3 WLRS-F>	3 WVEZ-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF
4 WAMZ-F	WLOU	4 WRKA-F>	4 WLOU	4 WLOU
5 WQMF-F	5 WRKA-F	5 WLOU	5 WRKA-F	5 WRKA-F
6 WVEZ-F	6 WQMF-F	6 WQMF-F>	6	6 WHAS
7 WRKA-F>>	7 WLRS-F	7 WHAS >	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLRS-F	1 WQMF-F>	1 WAMZ-F>	1 WQMF-F<	1 WAMZ-F>
2 WQMF-F	2 WAMZ-F	2 WLOU	2 WAMZ-F>	2 WQMF-F
3 WDJX-AF>	3 WDJX-AF<	3 WQMF-F	3 WLOU <	3 WHAS
4 WLOU >	WLRS-F	4 WDJX-AF	4 WHAS <	4 WVEZ-F<
5 WAMZ-F>>	5 WLOU	WRKA-F>	5 WLRS-F	5 WLOU
6 WHAS >	6	6 WVEZ-F	6 WVEZ-F	6 WDJX-AF
7 WVEZ-F	7	WLRS-F	7	7 WRKA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

None

RADIO STATIONS

WAVG,	970,	5 KW (DA-N)	, MOR	MBC, US 2,	$ 33.00 (MMR)	Radio One
WDJX,	1080,	10 KW/1 KW (DA-2)	, SIMULCAST WITH WDJX-F			
WHAS,	840,	50 KW	, MOR	ABC I,	$ 120.00 (Christal)	Clear Channel
WLOU,	1350,	5 KW/500 W (DA-N)	, BLACK	SBN,	$ 40.00 (MMR)	Johnson
WTMT,	620,	500 W (DA-2)	, COUNTRY	,	$ 14.00 (---)	
WWKY,	790,	5 KW/1 KW (DA-2)	, COUNTRY	TRNSTR,	$ 26.00 (Katz)	Wilkes-Schwartz
WXVW,	1450,	1 KW	, NOSTALGIA	SMN,	$ 25.00 (K & P)	
WAMZ-F,	97.5,	100 KW @ 505,	COUNTRY	,	$ 96.00 (Christal)	Clear Channel
WDJX-F,	99.7,	24 KW @ 720,	CHR	,	$ 65.00 (Republic)	Stoner
WLRS-F,	102.3,	3 KW @ 300,	CHR/AOR	ABC R,	$ 44.00 (Durpetti)	Radio One
WLSY-F,	101.7,	1 KW @ 400,	BTFL/EZ	,	$ 30.00 (Banner)	
KQMF-F,	95.7,	34 KW @ 580,	AOR	SOURCE,	$ 56.00 (Eastman)	
WRKA-F,	103.1,	3 KW @ 300,	AC	,	$ 53.00 (Banner)	
WVEZ-F,	106.9,	24 KW @ 670,	SOFT AC	,	$ 59.00 (Katz)	Wilkes-Schwartz
WXLN-F,	103.9,	1 KW @ 500,	RELIGION	,	$ 18.00 (---)	

MISCELLANEOUS COMMENTS: WJYL-F changes calls to WLSY (Jan.)...WVEZ changes to WWKY (June)...WWKY changes from SOFT AC to COUNTRY (June)...WLSY changes from BLACK to BTFL (Jan.)...WFIA, WXLN-F sold for $2,100,000 (Tornberg).

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/473,000
MSA Rank/Pop: 124/377,400
ADI # 112
Average Person Ratings: 19.4
Market TSL: 26.25 hours

Stations: 21/20
Diaries: 914/518:1/59%
Sample Target: 810
% Below Line: 0.7
% Not Listed: 10.0

1988 Revenue: $11,200,000
HH Inc.: $23,900
Retail $: 3.4 Bil
Pop per Station: 23,650
#1 Biller: KGBT $1,900,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	184/20.0	19.7	18.7	18.6	17.0	19.3	194/1965	1828/38.6	40.3	32.2	69	27.1	249	1768	KBFM-F
2. KGBT (SP)	158/17.2	11.8	16.6	17.7	18.3	15.8	174/1376	1222/25.8	24.0	25.7	80	12.0	110	1108	KGBT
3. KTXF-F (C)	121/13.2	13.4	13.0	8.4	9.1	12.0	135/1267	1201/25.4	23.4	18.2	116	16.7	154	1057	KTXF-F
4. KELT-F (AC)	59/ 6.4	6.8	5.5	5.5	8.2	6.1	60/866	822/17.4	16.7	19.4	166	6.4	59	677	KELT-F
5. KVLY-F (EZ)	50/ 5.4	4.3	5.4	6.0	4.9	5.3	50/433	433/ 9.2	8.8	7.7	59	3.8	35	456	KVLY-F
6. KIWW-F (SP)	47/ 5.1	8.8	6.8	9.7	9.7	7.6	54/776	710/15.0	19.9	21.0	139	7.0	64	781	KIWW-F
7. KRIX-F (AOR)	38/ 4.1	4.0	3.7	4.7	5.8	4.1	38/610	580/12.3	12.8	13.9	95	4.2	39	713	KRIX-F
8. KQXX-F (SP)	37/ 4.0	4.7	5.4	4.8	5.0	4.7	37/428	395/ 8.4	9.6	11.5	140	2.7	25	414	KQXX-F
9. KIRT (SP)	32/ 3.5	3.6	2.6	2.2	3.6	3.0	33/426	402/ 8.5	7.5	8.6	129	1.5	14	222	KIRT
10. KBOR-AF (?)	20/ 2.2	3.1	1.8	1.5	3.9	2.2	20/276	276/ 5.8	6.7	7.2	173	2.1	16	164	KBOR-AF
KITM-F (SP)	20/ 2.2	1.1	1.4	0.6	0.6	1.3	20/258	254/ 5.4	3.4	2.2	100	1.5	14	226	KITM-F
12. KJAV-AF (SP)	11/ 1.2	3.1	3.2	2.4	1.7	2.5	11/198	198/ 4.2	3.3	2.8	142	3.1	21	237	KJAV-AF
KURV (N/T)	11/ 1.2	1.5	1.1	1.1	1.5	1.2	14/200	184/ 3.9	3.5	4.4	108	1.7	16	161	KURV
KRGE (O)	11/ 1.2	1.8	0.6	2.1	2.6	1.4	12/297	270/ 5.7	5.9	12.0	158	1.5	14	245	KRGE
15.															

12+ FM SHARE (METRO): 69.13% (571 of 826) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KBFM-F	1 KBFM-F>>	1 KBFM-F>>	1 KTXF-F
2	2 KTXF-F>	2 KTXF-F>	KBFM-F>	2 KGBT	2 KTXF-F	2 KBFM-F	2 KGBT <	2 KGBT>	2 KGBT	2 KBFM-F
3	3 KELT-F<	3 KGBT <	3 KELT-F<	KBFM-F	3 KVLY-F	3 KTXF-F>>	3 KTXF-F>>	3 KTXF-F>>	3 KTXF-F	3 KGBT >
4	4 KRIX-F	4 KELT-F>	4 KGBT >	4 KELT-F>	4	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F	4 KVLY-F
5	5 KGBT	5 KQXX-F	5 KIWW-F	5 KIWW-F	5	5 KIRT >>	5 KVLY-F	5 KVLY-F	5 KIWW-F>>	5 KIWW-F>>
6	6	6 KRIX-F	6 KQXX-F	6	6	6	6	6	6 KBOR-AF	6 KELT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F>>	1 KBFM-F	1 KBFM-F>	1 KBFM-F<	1 KBFM-F	1 KBFM-F	1 KBFM-F<	1 KTXF-F	1 KGBT <
2 KTXF-F>>	2 KTXF-F>	2 KTXF-F<	2 KTXF-F	2 KTXF-F	2 KTXF-F>	2 KTXF-F>	2 KTXF-F>	2 KBFM-F	2 KTXF-F
3 KRIX-F	3 KELT-F>	3 KELT-F	3 KELT-F>	3 KELT-F<	3 KRIX-F	3 KRIX-F	3 KRIX-F	3 KGBT >	3 KBFM-F>
KELT-F>	4 KQXX-F	4 KGBT >	4 KGBT	4 KGBT >	4 KIWW-F	4 KGBT	4 KGBT	4 KRIX-F	4 KELT-F
5 KGBT	5 KRIX-F	5 KQXX-F>	5 KQXX-F	5 KIWW-F	KGBT >>	5 KIWW-F	5 KELT-F>	KIWW-F	5 KIWW-F
6 KIWW-F>	6	6 KBOR-AF	6	6 KQXX-F	6 KRIO	6 KELT-F	6 KIWW-F>	6 KELT-F	6
7	7	KRIX-F	7	7	KIRT	7	7 KITM-F>>	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKN	840	Pharr	0.9/2.7
KRIO	910	McAllen	0.9/2.6
KTRH	740	Houston	0.7/2.6

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N) , HISPANIC , $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N) , OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1) , TALK ABC T, TALKNT, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KELT-F, 94.5, 100 KW @ 1154, AC , $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC , $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC , $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R,-$ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ , $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/878,900
MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 22/22
Diaries: 1194/736:1/51.3%
Sample Target: 1160
% Below Line: 0.0
% Not Listed: 9.4

1988 Revenue: $25,800,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 39,950
#1 Biller: WGKX-F $5,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	207/14.3	13.1	15.0	17.0	13.9	14.9	267/2667	2184/24.8	25.4	23.7	82	18.0	256	2605	WHRK-F
2. WGKX-F	(C)	143/ 9.9	10.5	10.1	9.4	9.1	10.0	176/2349	1650/18.8	21.7	19.8	114	8.5	120	1620	WGKX-F
3. WDIA	(B)	137/ 9.5	9.4	7.8	6.5	6.1	8.3	180/2222	1686/19.2	19.0	15.1	122	12.5	178	1515	WDIA
4. WEGR-F	(AOR)	127/ 8.8	7.6	8.8	6.3	8.1	7.9	146/1815	1389/15.8	13.0	13.3	115	14.2	202	1395	WEGR-F
5. WMC -F	(CHR)	98/ 6.8	6.1	7.6	9.6	9.2	7.5	132/2478	1748/19.9	19.6	25.2	113	9.2	131	2277	WMC -F
6. WEZI-F	(EZ)	94/ 6.5	4.5	6.0	4.9	4.5	5.5	95/1028	1020/11.6	9.6	9.6	71	2.3	32	614	WEZI-F
7. WRVR-F	(O)	93/ 6.4	9.1	8.2	7.7	7.1	7.8	107/1887	1541/17.5	18.8	17.6	158	5.1	73	1240	WRVR-F
8. KRNB-F	(B)	86/ 6.0	6.1	6.2	6.1	10.9	6.1	91/1614	1528/17.4	18.2	20.2	73	5.2	74	1537	KRNB-F
9. WLOK	(REL)	67/ 4.6	5.6	4.2	5.1	5.5	4.9	67/907	907/10.3	10.4	9.8	85	2.8	40	641	WLOK
10. KMPZ-F	(CHR)	63/ 4.4	4.1	5.1	4.5	2.4	4.5	99/1866	1279/14.6	13.5	9.6	59	6.7	95	1461	KMPZ-F
11. WMC	(N/T)	56/ 3.9	3.3	3.7	4.4	3.7	3.8	69/1076	897/10.2	8.6	7.4	77	2.3	33	293	WMC
82. WREC	(BB)	24/ 1.7	3.4	3.1	2.8	2.1	2.8	34/726	505/ 5.7	8.0	7.6	29	2.1	30	455	WREC
KFTH-F	(REL)	24/ 1.7	0.7	1.7	1.3	2.0	1.4	24/384	350/ 4.0	4.5	5.4	106	1.3	19	367	KFTH-F
14. WHBQ	(O)	16/ 1.1	0.8	1.0	1.4	3.2	1.1	19/429	362/ 4.1	3.9	8.2	127	0.9	13	363	WHBQ
15.																

12+ FM SHARE (METRO): 72.17% (944 of 1308) (SUM 88: 72.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F<	1 WGKX-F	1 WHRK-F	1 WHRK-F<	1 WHRK-F	1 WHRK-F>>	1 WHRK-F>>
2 KMPZ-F>	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WDIA <	2 WEZI-F	2 WGKX-F	2 WGKX-F	2 WGKX-F	2 WDIA	2 WEGR-F
3 KRNB-F>	3 WMC -F	3 WDIA <	3 WGKX-F	3 WGKX-F	3 WDIA >	3 WEGR-F<	3 WEGR-F<	3 WEGR-F	3 WEGR-F	WDIA
4 WMC -F	4 WDIA	4 WGKX-F	WEGR-F	4 WRVR-F	4 WLOK	4 WDIA >	4 WDIA	4 WMC -F	4 WGKX-F<	4 WMC
5	5 KRNB-F	5 WMC <	5 WRVR-F	WEGR-F	5 WRVR-F	5 WMC -F	5 WRVR-F	5 WDIA <	5 KRNB-F	5 WLOK
6	6 WRVR-F	6 WRVR-F	6 WMC -F	6 WMC -F>	6 WMC	6 WLOK <	6 WEZI-F	6 WEZI-F	6 WMC	WGKX-F
7	7 WGKX-F	7	7	7 WEZI-F	7	7 WRVR-F	7 WMC -F>	7 WRVR-F	KMPZ-F	7 KRNB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WDIA	1 WHRK-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F<	1 WEGR-F
2 WMC -F	2 WMC -F	2 WMC -F	2 WMC -F	2 WMC -F	2 WEGR-F>>	2 WHRK-F	2 WHRK-F>>	2 WHRK-F>>	2 WHRK-F
WEGR-F	3 WEGR-F	3 WDIA	3 WDIA	WGKX-F<	3 KRNB-F	3	3 WDIA	3 WGKX-F	3 WGKX-F
4 KRNB-F	WDIA	4 WRVR-F	4 WGKX-F	4 WHRK-F<	4 WMC -F	4	4 WRVR-F	4 WDIA	4 WRVR-F
5 KMPZ-F	5 WRVR-F	5 WEGR-F	5 WRVR-F	5 WRVR-F	WGKX-F>	5	5 KRNB-F	5 WRVR-F	WDIA
6 WGKX-F	6 KRNB-F	6 WGKX-F	6 WEGR-F	6	6 KMPZ-F	6	6 WMC	6	6
7	7 WGKX-F	7 KMPZ-F	7	7	7	7	7	7	7
8	KMPZ-F	8	8	8	8	8	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHLS-F	96.3	Blytheville	0.6/1.2
KSUD	730	W Memphis/Memph	0.4/1.7
KWAM	990	Memphis	0.6/3.3
WCRV	640	Collierville	0.8/3.1
WEZI	1430	Germantown	0.6/2.3
WGSF	1210	Arlington	0.7/1.4
WODZ	680	Memphis	0.6/1.4
WXSS	1030	Memphis	0.9/2.9

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2) , GOSPEL	,	$ 20.00 (---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	APR, SBN,	$ 34.00 (Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	US 1, US 2,	$ 27.00 (Republic)	
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN,	$ 25.00 (K & P)	
WMC , 790, 5 KW (DA-N) , TALK	ABC I, NBC,	$ 41.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS,	$ 30.00 (Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2) , BLACK	SMN, NBN,	$ 20.00 (Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715, CHR	ABC R, ABC C,	$ 40.00 (Christal)	Dittman (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347, BLACK	ABC F,	$ 46.00 (Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970, AOR	US 1,	$ 57.00 (Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ	,	$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 760, COUNTRY	,	$ 100.00 (HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK	NBC,	$ 80.00 (Katz)	Ragan Henry
WMC-F , 99.7, 290 KW @ 910, CHR	ABC C,	$ 95.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	,	$ 97.00 (Christal)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,645,200
ADI #15
MSA Rank/Pop: Miami: 25/1,813,600
Ft. Lauderdale: 41,1,181,000
Average Person Ratings: 20.0
Market TSL: 26.5 hours

Stations: 36/34
Diaries: 2723/971:1/46.9%
Sample Target: 2510
% Below Line: 2.0
% Not Listed: 7.7

1988 Revenue: $103,500,000
HH Inc.: $32,950
Retail $: 27.1 Bil
Pop per Station: 77,800
#1 Biller: WQBA-AF $9,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B)	438/ 8.3	9.0	8.3	4.9	2.9	7.6	496/4438	3744/14.2	16.2	12.9	107	12.3	560	4575	WHQT-F
2. WLYF-F	(EZ)	392/ 7.4	8.7	7.1	7.0	7.9	7.6	411/4387	4023/15.2	16.2	14.9	70	5.6	253	2444	WLYF-F
3. WIOD	(T)	269/ 5.1	4.7	5.1	4.8	4.0	4.9	305/3726	3371/12.7	10.9	11.5	82	4.6	211	2099	WIOD
4. WQBA	(SP)	266/ 5.0	4.4	5.0	3.8	5.4	4.6	267/2022	1983/ 7.5	7.9	7.7	70	2.8	126	1367	WQBA
5. WPOW-F	(CHR)	233/ 4.4	5.0	4.3	4.4	5.6	4.5	257/3534	3096/11.7	13.5	13.7	73	7.1	324	3691	WPOW-F
6. WMXJ-F	(O)	216/ 4.1	5.1	4.2	3.9	4.3	4.3	248/3737	3160/11.9	12.6	10.7	166	4.4	202	2459	WMXJ-F
7. WCMQ-F	(SP)	213/ 4.0	3.9	3.8	4.2	4.0	4.0	213/2324	2308/ 8.7	9.0	7.8	115	3.5	158	2064	WCMQ-F
8. WHYI-F	(CHR)	202/ 3.8	4.7	3.8	3.6	3.9	4.0	235/4483	3785/14.3	14.6	15.0	82	5.6	253	3776	WHYI-F
9. WNWS	(N/T)	192/ 3.6	2.5	3.2	3.6	4.8	3.2	212/2503	2285/ 8.6	7.0	9.2	28	1.8	81	1146	WNWS
10. WAQI	(SP)	185/ 3.5	3.8	3.9	3.8	2.7	3.8	190/1693	1667/ 6.3	5.8	5.6	71	2.7	121	1211	WAQI
11. WJQY-F	(AC)	179/ 3.4	3.4	2.7	4.0	3.1	3.4	194/2547	2289/ 8.7	9.4	7.3	147	3.0	136	1682	WJQY-F
12. WKIS-F	(C)	177/ 3.3	3.2	3.4	3.5	2.5	3.3	204/2723	2270/ 8.6	9.3	9.2	115	3.1	141	1986	WKIS-F
13. WLVE-F	(AC)	159/ 3.0	2.4	3.3	3.4	2.9	3.0	183/3020	2601/ 9.8	7.9	9.2	160	2.8	129	2008	WLVE-F
WINZ	(N/T)	159/ 3.0	3.2	3.1	3.3	2.8	3.2	163/2584	2436/ 9.2	9.6	8.4	40	1.9	85	1414	WINZ
15. WGTR-F	(AOR)	154/ 2.9	3.5	4.0	2.8	4.1	3.3	172/3186	2800/10.6	10.6	10.0	131	4.2	190	2671	WGTR-F
16. WSHE-F	(AOR)	152/ 2.9	2.4	1.7	2.0	1.9	2.3	189/3220	2633/10.0	8.9	7.8	79	3.9	176	2267	WSHE-F
17. WAXY-F	(AC)	149/ 2.8	3.2	3.9	3.1	3.0	3.3	158/2936	2653/10.0	11.1	9.9	132	4.0	184	2516	WAXY-F
18. WEDR-F	(B)	142/ 2.7	1.4	2.5	3.9	4.5	2.6	144/1554	1506/ 5.7	4.7	7.2	122	2.6	118	1379	WEDR-F
19. WQBA-F	(SP)	138/ 2.6	2.7	2.7	2.2	1.7	2.5	155/2040	1888/ 7.1	6.7	5.4	146	2.8	129	1836	WQBA-F
20. WZTA-F	(AOR)	130/ 2.5	1.7	1.6	1.8	2.4	1.9	152/2482	2048/ 7.7	5.7	7.4	164	2.5	112	1700	WZTA-F
21. WTMI-F	(CL)	122/ 2.3	2.0	3.0	2.9	3.0	2.5	140/2066	1824/ 6.9	7.2	8.1	100	2.4	110	1216	WTMI-F
22. WXDJ-F	(J/NA)	88/ 1.7	1.7	1.8	2.4	1.7	1.9	94/1500	1409/ 5.3	5.4	5.5	153	2.2	101	1380	WXDJ-F
23. WEAT-AF	(EZ)	77/ 1.5	1.4	1.3	2.1	1.6	1.6	322/2884	919/ 3.3	4.2	4.8	40	0.9	41	511	WEAT-AF
24. WRHC	(SP)	75/ 1.4	0.7	1.0	0.6	1.6	0.9	75/720	720/ 2.7	2.9	3.5	50	0.7	33	437	WRHC
25. WCMQ	(SP)	59/ 1.1	1.8	1.2	1.9	1.3	1.5	65/832	798/ 3.0	3.9	2.8	100	0.6	29	436	WCMQ
26. WFTL	(BB)	57/ 1.1	1.4	0.9	1.7	1.4	1.3	60/813	754/ 2.9	2.7	3.3	27	1.0	44	532	WFTL
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 69.36% (3389 of 4886) (SUM 88: 66.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ >>
2 WPOW-F>	2 WGTR-F<	2 WMXJ-F>	2 WMXJ-F	2 WMXJ-F	2 WQBA	2 WQBA	2 WIOD	2 WLYF-F>	2 WINZ	2 WNWS
3 WHYI-F>	3 WPOW-F	3 WPOW-F	3 WLVE-F	3 WLYF-F<	3 WIOD	WLYF-F	3 WHQT-F>	3 WQBA	3 WPOW-F>	3 WIOD
4 WEDR-F	4 WLVE-F<	WLVE-F	4 WJQY-F	4 WJQY-F<	4 WNWS <	4 WAQI	4 WQBA	4 WMXJ-F<	4 WLYF-F	4 WHQT-F>>
5	5 WSHE-F	WGTR-F	5 WCMQ-F	5 WLVE-F	5 WAQI	5 WIOD	5 WJQY-F	5 WPOW-F	5 WIOD	5 WRHC
6	6 WHYI-F	6 WJQY-F	6 WLYF-F<	6 WCMQ-F	6 WCMQ-F<	6 WCMQ-F	6 WMXJ-F	6 WIOD	6 WNWS	6 WMXJ-F
7	7 WZTA-F	7 WZTA-F	7 WGTR-F	7 WIOD <	7 WINZ	7 WHYI-F	7 WPOW-F	WHYI-F	WEDR-F	7 WAXY-F<
8	8	WSHE-F	8 WIOD	8 WZTA-F	8 WKIS-F	8 WMXJ-F	WCMQ-F	8	8	8 WEDR-F
9	9	WHYI-F	9	9	9	WKIS-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F>>	1 WHQT-F>	1 WHQT-F	1 WHQT-F>>	1 WHQT-F>
2 WPOW-F	2 WLVE-F	2 WLVE-F>	2 WMXJ-F	2 WMXJ-F
3 WHYI-F>	3 WPOW-F	3 WGTR-F<	3 WLVE-F	WJQY-F
4 WSHE-F	WHYI-F	4 WJQY-F	4 WJQY-F	4 WCMQ-F<
5 WGTR-F<	5 WGTR-F	5 WHYI-F<	WCMQ-F	5 WLVE-F
6 WEDR-F	6 WEDR-F	6 WCMQ-F<	6 WHYI-F<	6 WLYF-F
WAXY-F	7 WMXJ-F	7 WEDR-F<	7 WPOW-F<	7 WEDR-F
8 WLVE-F	WAXY-F<	8 WPOW-F	8 WEDR-F	8 WQBA-F
9	9 WJQY-F	WMXJ-F	9	WAXY-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSHE-F>	1 WHQT-F	1 WHQT-F>	1 WHQT-F	1 WHQT-F
2 WHQT-F<	2 WGTR-F	2 WGTR-F	2 WMXJ-F<	2 WMXJ-F
3 WGTR-F<	3 WSHE-F	3 WZTA-F	3 WZTA-F	WIOD
4 WPOW-F>	4 WPOW-F	4 WIOD	WGTR-F<	4 WZTA-F
5 WHYI-F>	5 WZTA-F	5 WPOW-F	5 WIOD	5 WLYF-F<
6 WZTA-F>	6 WIOD	6 WLVE-F	6 WSHE-F	6 WGTR-F
7	7 WLVE-F	7 WSHE-F>	7 WPOW-F	7 WKIS-F<
8	WHYI-F	8	8	8 WQBA <
9	9	9	9	9 WQBA-F
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

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WAVS    1170   Davie/Miami              0.3/1.2
WEXY    1520   Wilton Mnrs/FtL          0.3/0.8
WKAT    1360   North Miami              0.8/1.7
WMBM    1490   Miami Beach              0.8/1.8
WQAM    560    Miami/Ft. Ldrdl          0.8/3.6
WSUA    1260   Miami                    0.4/2.0
WVCG    1080   Coral Gables             0.3/1.4
WWFE    670    Miami                    0.4/1.1
WWNN    980    Pompano Beach            0.3/1.4

WEAT    850    West Palm Beach
WRMF-F  97.9   West Palm Beach          0.5/2.3
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AM STATIONS

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WAQI,   710,  50 KW (DA-2)       , HISPANIC                     , $  65.00 (Katz Hisp.)
WCMQ,  1210,  25 KW/2.5 KW(DA-2), HISPANIC MOR                  , $  50.00 (SBS)          SBS
WFTL,  1400,   1 KW              , NOSTALGIA                 APR, $  39.00 (Roslin)
WINZ,   940,   50 KW/25 KW(DA-N), NEWS/TALK                  CBS, $  74.00 (Katz)         Guy Gannett
WIOD,   610,   10 KW (DA-2)      , TALK              ABC T, MBS, $  95.00 (Christal)     Cox
WMBM,  1490,    1 KW             , GOSPEL                    NBN, $  31.00 (K & P)

WNWS,   790,   25 KW             , TALK/NEWS              ABC I, $  80.00 (Banner)       Jeff-Pilot
WOCN,  1450,    1 KW (DA-2)      , HISPANIC                     , $  35.00 (Lotus)
WQAM,   560,    5 KW/1 KW        , COUNTRY                   NBC, $  37.00 (HNWH)         Sunshine Wireless
WQBA,  1140,   50 KW/10 KW(DA-2), HISPANIC                      , $ 130.00 (Eastman)      Tichenor/WADO
WRHC,  1550,   10 KW/500 W(DA-2), HISPANIC                      , $  47.00 (Lotus)
WSUA,  1290,    5 KW (DA-2)      , HISPANIC                     , $  43.00 (Caballero)
WVCG,  1080,   50 KW/20 KW(DA-2), ETHNIC                        , $  32.00 (---)          Evergreen
WWNN,   980,    5 KW/1 KW (DA-3), TALK                          , $  38.00 (---)
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FM STATIONS

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WAXY, 105.9, 100 KW @ 1040, AC/OLDIES                         , $ 130.00 (Republic)     Ackerly
WCMQ,  92.3,  41 KW @  300, HISPANIC AC                       , $  75.00 (SBS)          SBS
WEDR,  99.1,  70 KW @  175, BLACK                       RADRAD, $  72.00 (---)          Rivers
WGTR,  97.3, 100 KW @  790, AOR                               , $ 100.00 (Christal)     Cox
WHQT, 105.1, 100 KW @ 1007, URBAN/CHR                         , $  95.00 (MMR)          EZ
WHYI, 100.7, 100 KW @  917, CHR                               , $ 133.00 (Mc-Guild)     Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC                     TRNSTR, $ 144.00 (Katz)         Tak
WKIS,  99.9, 100 KW @  986, COUNTRY                           , $  90.00 (HNWH)         Sunshine Wireless
WLVE,  93.9,  99 KW @ 1006, AC/JAZZ                           , $ 118.00 (Torbet)       Gilmore

WLYF, 101.5, 100 KW @  813, BTFL/EZ                           , $ 123.00 (Banner)       Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, OLDIES                            , $ 161.00 (Durpetti)     Sconnix
WPOW,  96.5, 100 KW @ 1006, CHR                 ABC C, SOURCE, $  90.00 (HNWH)         Beasley
WQBA, 107.5,  95 KW @  995, HISPANIC AC                       , $  60.00 (Eastman)      tichenor/WADO
WSHE, 103.5, 100 KW @ 1049, AOR                               , $  82.00 (Eastman)      TK
WTMI,  93.1,  95 KW @ 1006, CLASSICAL                         , $  80.00 (CMBS)         Marlin
WXDJ,  95.7, 100 KW @  982, JAZZ/NAC                          , $  68.00 (CBS)
WZTA,  94.9,  96 KW @  600, CLASSIC AOR                       , $  70.00 (Katz)         Guy Gannett
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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,291,500
MSA Rank/Pop: 32/1,377,800
ADI # 28
Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 27/24
Diaries: 1449/891:1/55.5%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 6.7

1988 Revenue: $39,100,000
HH Inc.: $34,659
Retail $: 9.2 Bil
Pop per Station: 53,812
#1 Biller: WTMJ $9,000,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WTMJ	(MOR)	284/12.1	12.3	9.8	13.0	14.0	11.8	325/4392	3603/27.9	27.8	27.3	60				WTMJ
2.	WKTI-F	(CHR)	229/ 9.8	10.1	9.0	9.3	9.4	9.6	256/4425	3882/30.1	27.7	26.1	95				WKTI-F
3.	WKLH-F	(AOR)	193/ 8.2	6.1	6.2	7.9	9.0	7.1	218/2631	2284/17.7	17.7	18.5	154				WKLH-F
4.	WLUM-F	(B)	185/ 7.9	6.1	5.9	4.1	4.8	6.0	188/2532	2395/18.5	17.6	13.3	81				WLUM-F
5.	WLZR-AF	(AOR)	151/ 6.4	5.8	6.7	6.2	6.5	6.3	178/2620	2114/16.4	18.0	14.3	64				WLZR-AF
6.	WEZW-F	(EZ)	145/ 6.2	5.9	7.6	7.5	7.0	6.8	161/1988	1639/12.7	13.4	15.3	92				WEZW-F
7.	WOKY	(BB)	127/ 5.4	6.7	5.6	5.9	6.4	5.9	142/1660	1488/11.5	13.8	12.3	33				WOKY
8.	WMIL-F	(C)	121/ 5.2	6.5	7.8	6.7	7.0	6.6	159/2130	1587/12.3	14.9	15.4	121				WMIL-F
9.	WLTQ-F	(AC)	113/ 4.8	4.1	4.7	4.6	4.7	4.6	133/1774	1592/12.3	11.5	12.6	162				WLTQ-F
10.	WZTR-F	(O)	96/ 4.1	4.4	3.1	2.7	1.5	3.6	120/1794	1479/11.5	12.8	7.7	166				WZTR-F
11.	WQFM-F	(AOR)	85/ 3.6	4.0	3.1	2.6	3.0	3.3	120/2221	1847/14.3	13.8	10.4	119				WQFM-F
	WMYX-F	(AC)	85/ 3.6	3.4	4.0	4.1	3.9	3.8	107/1798	1492/11.6	10.3	11.0	158				WMYX-F
	WISN	(N/T)	85/ 3.6	3.7	3.7	3.6	3.3	3.7	94/1565	1336/10.3	10.8	8.4	69				WISN
14.	WFMR-F	(CL)	51/ 2.2	1.9	2.7	3.1	1.9	2.5	57/705	640/ 5.0	5.0	4.6	95				WFMR-F
15.	WNOV	(REL)	49/ 2.1	1.6	0.7	1.1	1.5	1.4	49/483	483/ 3.7	3.6	3.0	48				WNOV
16.	WEMP	(AC)	36/ 1.5	1.4	1.7	1.7	2.4	1.6	40/637	601/ 4.7	7.1	7.2	180				WEMP
17.	WBZN-AF	(J/NA)	34/ 1.5	2.3	2.6	2.2	1.3	2.2	38/867	763/ 5.8	7.1	4.4	153				WBZN-AF
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 68.69% (1503 of 2188) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F	1 WKLH-F	1 WKLH-F	1 WKLH-F>	1 WKLH-F>	1 WTMJ >	1 WTMJ	1 WEZW-F	1 WKTI-F	1 WTMJ >>	1 WTMJ
2 WLUM-F>	2 WKTI-F<	2 WKTI-F	2 WKTI-F>	2 WKTI-F	2 WEZW-F	2 WKTI-F	2 WKTI-F	2 WTMJ	2 WLUM-F	2 WLUM-F
3 WLZR-AF	3 WLUM-F<	3 WLUM-F	3 WLTQ-F	3 WLTQ-F	3 WOKY >	3 WKLH-F>	WKLH-F	3 WKLH-F	3 WKTI-F	3 WKTI-F
4	4 WLZR-AF>	4 WLZR-AF	4 WZTR-F	4 WTMJ	4 WMIL-F	4 WOKY	4 WLUM-F	4 WLUM-F	4 WLZR-AF	4 WISN
5	5 WQFM-F	5 WLTQ-F	5 WLUM-F	5 WZTR-F	5 WISN	5 WMIL-F<	5 WTMJ <	5 WLZR-AF	5 WKLH-F	5 WRJN
6	6 WMYX-F	6 WZTR-F	6 WTMJ <	6 WLUM-F<	6 WLTQ-F	6 WLUM-F	6 WLTQ-F	WEZW-F	6	6
7	7 WLTQ-F	7 WMYX-F<	7 WMYX-F	7 WMIL-F	WKTI-F	WEZW-F<	7 WLZR-AF	7	7	7
8	8	8 WMIL-F	8	8	8	8 WLTQ-F	8 WOKY	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F	1 WKTI-F<	1 WKLH-F	1 WKTI-F>	1 WKTI-F>	1 WLZR-AF>>	1 WKLH-F	1 WKLH-F>>	1 WKLH-F>	1 WKLH-F>>
2 WKTI-F>	2 WLUM-F	2 WKTI-F	2 WLUM-F	2 WLTQ-F	2 WKTI-F	2 WLZR-AF>	2 WQFM-F	2 WLZR-AF	2 WTMJ
3 WLZR-AF>>	3 WKLH-F	3 WMYX-F	3 WLTQ-F	3 WKLH-F	3 WKLH-F	3	3 WLZR-AF	3 WKTI-F	WMIL-F
4 WMIL-F	4 WMYX-F<	WLUM-F>	WKLH-F	4 WMYX-F	4 WLUM-F	4	4 WLUM-F	4 WQFM-F<	4 WZTR-F
WLTQ-F	5 WLZR-AF	5 WLTQ-F>	5 WMYX-F	5 WLUM-F	5 WQFM-F>>	5	5 WTMJ	5 WLUM-F	5 WQFM-F
6 WKLH-F>	6 WLTQ-F	6 WLZR-AF	6 WLZR-AF	WEZW-F	6 WMYX-F	6	WKTI-F<	WMIL-F	WLTQ-F
7 WMYX-F	7	7 WTMJ	7 WZTR-F	7	WMIL-F	7	7 WBZN-AF	7 WZTR-F	7
8 WQFM-F	8	8	8	8	8	8	WZTR-F	8 WTMJ	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUK	1510	Waukesha	0.5/1.5
WBKV	1470	West Bend	0.3/0.9
WBWI-F	92.5	West Bend	0.3/1.2
WMVP	1290	Greenfield	0.9/2.2
WRJN	1400	Racine	0.7/1.9
WBBM	780	Chicago	0.7/2.8
WGN	720	Chicago	0.7/3.9
WMAQ	670	Chicago	0.4/1.5

AM STATIONS

WEMP	1250	5 KW (DA-2)	OLDIES	TRNSTR, CBS	$ 40.00	(Banner)	Heritage
WISN	1130	50 KW/10 KW (DA-N)	TALK	ABC I, MBS	$ 56.00	(Katz)	Hearst
WMVP	1290	5 KW (DA-2)	BLACK	SMN	$ 24.00	(K & P)	All Pro
WNOV	860	250 W (DAYS, DA)	BLACK/GOSPEL	NBN	$ 20.00	(---)	
WTMJ	620	5 KW (DA-N)	MOR	NBC	$ 128.00	(Christal)	Jounal Co.
WYLO	540	250 W/150 W(DA-2)	RELIGION	CBN	$ 20.00	(---)	Marsh
WOKY	920	5 KW/1 KW (DA-2)	NOSTALGIA	CBS	$ 49.00	(CBS)	Sundance

FM STATIONS

WBZN	100.7	50 KW @	500	JAZZ/NAC		$ 44.00	(Torbet)	Channel One (RACINE)
WEZW	103.7	19 KW @	840	BTFL/EZ		$ 63.00	(Republic)	Multimedia
WFMR	98.3	3 KW @	330	CLASSICAL		$ 42.00	(CMBS)	
WKLH	96.5	20 KW @	810	CLASSIC AOR		$ 94.00	(Mc-Guild)	Saga
WKTI	94.5	16 KW @	911	CHR	SOURCE	$ 96.00	(Christal)	Journal Co.
WLTQ	97.3	15 KW @	980	SOFT AC		$ 56.00	(Katz)	Hearst
WLUM	102.1	50 KW @	490	BLACK/URBAN	RADRAD	$ 49.00	(HNWH)	All Pro
WLZR	102.9	50 KW @	440	AOR	ABC F	$ 62.00	(Republic)	Great American
WMIL	106.1	13 KW @	976	COUNTRY		$ 78.00	(CBS)	Sundance
WMYX	99.1	50 KW @	450	AC	CBS	$ 59.00	(Banner)	Heritage
WQFM	93.3	13 KW @	992	AOR	ABC R	$ 65.00	(Torbet)	Shamrock-Lynett
WZTR	95.7	34 KW @	610	OLDIES		$ 50.00	(Durpetti)	

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 19/1,944,800
MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 21/20
Diaries: 1645/1182:1/53.4%
Sample Target: 1660
% Below Line: 0.6
% Not Listed: 14.4

1988 Revenue: $68,400,000
HH Inc.: $38,799
Retail $: 19.0 Bil
Pop per Station: 97,240
#1 Biller: WCCO $20,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	584/17.9	16.4	16.3	16.9	22.3	16.9	821/10632	7425/38.2	38.1	41.6	75	17.3	650	7438	WCCO
2. KQRS-AF	(AOR)	324/ 9.9	8.6	8.0	8.4	9.5	8.7	378/5255	4316/22.2	22.2	21.3	120	11.8	432	4693	KQRS-A
3. WLTE-F	(AC)	237/ 7.3	7.5	7.3	6.9	5.5	7.3	299/4513	3705/19.1	18.3	15.0	122	5.2	195	2646	WLTE-F
4. KDWB-F	(CHR)	217/ 6.6	6.8	6.5	6.8	6.8	6.7	279/5272	4433/22.8	20.8	19.9	59	9.5	356	5198	KDWB-F
5. KSTP-F	(AC)	213/ 6.5	7.7	8.7	9.2	7.5	8.0	249/4042	3411/17.5	17.7	18.4	137	6.6	247	2987	KSTP-F
6. KEEY-F	(C)	195/ 6.0	6.1	6.5	6.8	6.2	6.3	236/2978	2468/12.7	12.8	14.8	123	6.0	225	2819	KEEY-F
7. WLOL-F	(CHR)	188/ 5.8	7.0	6.4	6.2	6.0	6.3	223/4914	4392/22.6	24.5	21.6	71	8.0	300	5449	WLOL-F
8. KLXK-F	(O)	139/ 4.3	3.9	5.6	6.8	6.3	5.2	151/2894	2650/13.6	15.7	14.8	137	2.8	104	1795	KLXK-F
9. KTCZ-F	(AOR)	130/ 4.0	4.2	4.5	4.2	4.0	4.2	130/2056	2029/10.4	12.5	10.2	148	4.7	176	2340	KTCZ-F
10. KQQL-F	(AC)	125/ 3.8	4.5	3.7	1.6	1.5	3.4	178/3076	2297/11.8	12.8	5.3	166	4.1	153	2291	KQQL-F
11. KJJO-F	(AOR)	118/ 3.6	3.2	3.6	3.7	4.4	3.5	154/2495	1886/ 9.7	9.7	10.7	53	3.7	139	2686	KJJO-F
12. KSTP	(N/T)	101/ 3.1	[illegible].8	2.7	2.9	2.6	2.9	109/1855	1779/ 9.1	8.9	7.7	97	2.8	105	1740	KSTP
13. KLBB	(BB)	70/ 2.1	2.6	1.5	1.6	1.3	1.9	70/993	993/ 5.1	5.3	2.8	29	1.6	60	688	KLBB
14. WDGY	(C)	37/ 1.1	1.8	1.6	1.3	1.5	1.5	54/1344	1011/ 5.2	5.5	6.3	109	0.8	30	617	WDGY
15. WAYL	(EZ)	27/ 0.8	1.2	1.4	1.3	1.5	1.2	28/768	710/ 3.7	3.5	3.1	50	0.6	23	397	WAYL

12+ FM SHARE (METRO): 67.23% (1879 of 2795) (SUM 88: 64.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO <	1 WCCO >	1 WCCO >>	1 WCCO >>
2 WLOL-F>>	2 KDWB-F	2 WCCO	2 WCCO	2 KQRS-AF>	2 WLTE-F	2 KQRS-AF>	2 KQRS-AF	2 KQRS-AF	2 KDWB-F	2 KSTP
3	3 WLOL-F	3 KSTP-F<	3 KSTP-F	3 WLTE-F	3 KSTP-F	3 KSTP-F	3 WLTE-F>	3 KSTP-F	3 WLOL-F>	3 KQRS-F
4	4 KJJO-F<	4 WLTE-F	4 WLTE-F	KSTP-F	4 KEEY-F>	4 WLTE-F	4 KSTP-F<	4 WLTE-F	4 KQRS-AF<	4 KSTP-F
5	5 KLXK-F	5 KEEY-F	5 KEEY-F<	5 KEEY-F	5	5 WLOL-F	5 KEEY-F	KDWB-F	5 KEEY-F<	5 KEEY-F<
6	6 WLTE-F	KDWB-F	6 KQQL-F	6 KQQL-F	6	6 KEEY-F<	6 KDWB-F<	6 WLOL-F	6 WLTE-F<	6 KLXK-F
7	KTCZ-F	7 WLOL-F	7 KTCZ-F	7 KTCZ-F	7	7 KDWB-F>	7 KLXK-F<	KEEY-F	7 KJJO-F	7 WLTE-F
8	KSTP-F	8 KTCZ-F	KLXK-F>	KLXK-F>	8	8	8 KTCZ-F	8 KLXK-F	8 KSTP-F	8 KQQL-F<

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDWB-F	1 KDWB-F	1 KQRS-AF	1 WLTE-F	1 WCCO
2 WLOL-F>	2 WLOL-F	KSTP-F	2 KSTP-F	2 WLTE-F
3 KQRS-AF<	3 KQRS-AF	3 WLTE-F	3 KDWB-F	3 KSTP-F>
4 WLTE-F>	4 WLTE-F	4 KDWB-F	4 WLOL-F	4 KEEY-F
5 KSTP-F	5 KSTP-F>	5 WLOL-F	5 WCCO	5 KQQL-F
6 KLXK-F	6 KLXK-F	6 KLXK-F	6 KQRS-AF	6 WLOL-F
KJJO-F	7 KTCZ-F	7	7 KEEY-F	7 KDWB-F<
8	KEEY-F>		8	8 KQRS-AF
	9		9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF
2 KJJO-F>>	2 KJJO-F	2 KLXK-F<	2 WCCO	2 WCCO >
3 KDWB-F>	3 KTCZ-F	3 KTCZ-F	3 KTCZ-F	3 KEEY-F
4 WLOL-F	4 KLXK-F	4 WCCO >	KEEY-F	4 KTCZ-F
KEEY-F>	5 KEEY-F<	5 KEEY-F	5 KLXK-F	5 KLXK-F
6 WLTE-F	6 KDWB-F	6 KSTP-F<	6 KJJO-F	6 KSTP-F
7 KTCZ-F	7 WCCO <	7 KQQL-F	7 KSTP-F	KQQL-F
8	8 WLOL-F>	8 WLOL-F	8 KQQL-F	8 WLTE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDWB	630	St. Paul	0.6/3.9
KYCR	1570	Golden Valley	0.3/1.0
KZOW	950	St. Louis Park	0.6/1.6
WMIN	1030	Maplewood	0.6/2.1
KDHL	920	Fairbault	0.6/2.0

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	IND,	$ N/A	(Christal)	Mid Continent
KLBB,	1400,	1 KW	, NOSTALGIA	ABC D, CNN,	$ 34.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N)	, TALK/NEWS	ABC I, ABC T,	$ 50.00	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ	IND,	$ 23.00	(Durpetti)	Parker
KYCR,	1570,	2.5 KW/300 W	, REL	CBN,	$ 20.00	(----)	Marsh
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	IND,	$ 20.00	(Banner)	Entercom
WCCO,	830,	50 KW	, MOR	CBS,	$ 279.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2),	COUNTRY	MBS,	$ 46.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 840,	CHR	IND,	$ 95.00	(Christal)	Mid Continent
KEEY,	102.1,	50 KW @ 842,	COUNTRY	IND,	$ 117.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1040,	AOR	CBS,	$ 57.00	(Republic)	Park
KLXK,	93.7,	50 KW @ 424,	OLDIES/AC	IND,	$ 70.00	(Durpetti)	Entercom
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R,	$ 154.00	(Katz)	Cap Cities/ABC
KQQL,	107.9,	97 KW @ 1080,	OLDIES	IND,	$ 60.00	(Republic)	Trumper
KSTP,	94.5,	95 KW @ 1250,	AC	IND,	$ 178.00	(Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 280,	AOR	IND,	$ 65.00	(Durpetti)	Parker
WLOL,	99.5,	50 KW @ 844,	CHR	IND,	$ 120.00	(HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	IND,	$ 100.00	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 47/807,400
Stations: 19/19
Diaries: 1088/742:1/51.9%
1988 Revenue: $33,000,000
HH Inc.: $32,753

MSA Rank/Pop: 52/960,200
ADI # 32
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 11.2
Retail $: 6.9 Bil
Pop per Station: 42,494
#1 Biller: WSM -AF $6,200,000
Average Person Ratings: 16.5
Market TSL: 21.75 hours

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F	(CHR)	231/17.3	13.8	14.8	10.3	12.8	14.1	347/4295	2428/30.1	26.3	26.2	65	19.7	275	2456	WYHY-F
2. WKDF-F	(AOR)	120/ 9.0	10.7	8.9	8.3	8.0	9.2	250/3038	1426/17.7	20.2	17.2	114	11.7	163	1904	WKDF-F
3. WSIX-F	(C)	118/ 8.9	9.4	7.9	9.9	9.2	9.0	179/2050	1381/17.1	19.1	17.7	125	9.3	129	1517	WSIX-F
4. WSM -F	(C)	109/ 8.2	10.4	11.2	9.3	10.2	9.8	219/2982	1560/19.3	20.6	18.9	130	10.3	143	1566	WSM -F
5. WQQK-F	(B)	95/ 7.1	5.9	5.3	6.9	8.2	6.3	101/1115	1006/12.5	11.7	10.9	79	6.6	92	1179	WQQK-F
6. WZEZ-F	(EZ)	93/ 7.0	6.8	9.1	9.6	9.2	8.1	124/1635	1255/15.5	13.8	14.8	107	5.2	72	840	WZEZ-F
7. WLAC-F	(AC)	91/ 6.8	7.6	7.8	7.1	7.2	7.3	138/2274	1496/18.5	17.6	17.5	124	7.6	106	1435	WLAC-F
8. WRMX-F	(AC)	90/ 6.8	5.4	4.4	5.1	4.0	5.4	110/1336	984/12.2	12.5	10.0	134	3.4	48	752	WRMX-F
9. WGFX-F	(AOR)	60/ 4.5	5.8	4.2	5.8	6.0	5.1	91/1658	1118/13.8	14.4	13.8	133	6.7	93	1222	WGFX-F
10. WSM	(C)	53/ 4.0	4.1	4.4	4.2	6.1	4.2	89/1724	1064/13.2	11.5	11.0	82	2.9	40	732	WSM
11. WLAC	(N/T)	34/ 2.6	1.5	3.3	3.0	2.0	2.6	39/732	629/ 7.8	4.6	5.1	81	1.9	26	467	WLAC
12. WVOL	(B)	23/ 1.7	4.1	2.0	2.9	3.3	2.7	23/387	387/ 4.8	7.1	7.0	124	1.1	15	345	WVOL
13. WAMB	(BB)	14/ 1.1	0.8	1.7	1.0	0.9	1.1	23/402	316/ 3.9	2.7	2.1	36	1.1	15	176	WAMB
WAKM	(?)	14/ 1.1	----	----	0.5	----	0.4	14/127	127/ 1.6	0.0	0.0	27				WAKM
15.																

12+ FM SHARE (METRO): 85.56% (1013 of 1184) (SUM 88: 83.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F<	1 WYHY-F>	1 WYHY-F<	1 WYHY-F<	1 WZEZ-F<	1 WYHY-F	1 WYHY-F>	1 WYHY-F>>	1 WYHY-F>	1 WSM -F>>
2 WQQK-F>	2 WKDF-F>	2 WKDF-F	2 WSIX-F	2 WSIX-F<	2 WSIX-F<	2 WSIX-F	2 WSIX-F	2 WKDF-F	2 WQQK-F>	2 WRMX-F
3 WKDF-F	3 WQQK-F	3 WSIX-F<	WKDF-F	3 WSM -F<	3 WSM -F>	3 WKDF-F <	WKDF-F	3 WSIX-F	3 WKDF-F	3 WQQK-F
4	4 WGFX-F	4 WRMX-F	4 WRMX-F<	4 WKDF-F	4 WRMX-F	4 WSM -F	4 WLAC-F<	4 WSM -F	4 WRMX-F	4 WSM <
5	5 WLAC-F	5 WLAC-F	5 WSM -F	5 WRMX-F	5 WSM <	5 WLAC-F	5 WZEZ-F	5 WRMX-F	5 WZEZ-F	5 WYHY-F>
6	6 WRMX-F<	6 WSM -F	6 WLAC-F	6 WLAC-F	6 WYHY-F	6	6 WSM -F	6 WLAC-F<	WSM	6 WKDF-F<
7	7 WSIX-F	7 WQQK-F	7	7	WLAC-F	7	7	7 WQQK-F		7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>	1 WYHY-F>	1 WYHY-F<	1 WYHY-F>	1 WYHY-F	1 WYHY-F>>	1 WYHY-F<	1 WKDF-F>	1 WYHY-F	1 WSIX-F
2 WQQK-F>	2 WKDF-F	2 WKDF-F>	2 WLAC-F	2 WLAC-F	2 WKDF-F>>	2 WKDF-F>	2 WGFX-F	WKDF-F	2 WSM -F
3 WLAC-F	3 WQQK-F	3 WSIX-F	3 WKDF-F	3 WSM -F	3 WQQK-F	3 WGFX-F	3 WYHY-F	3 WSIX-F	WKDF-F
4 WKDF-F>	4 WLAC-F	4 WLAC-F	4 WRMX-F	WRMX-F	4 WRMX-F	4 WQQK-F>	4 WQQK-F	4 WSM -F	4 WRMX-F<
5 WRMX-F>	5 WSIX-F	5 WSM -F	5 WSIX-F	5 WSIX-F<	WGFX-F>	5 WSM -F	5 WSM -F	WRMX-F	5 WGFX-F
6 WSIX-F	6 WRMX-F	WRMX-F	6 WQQK-F	6 WKDF-F	6	WRMX-F	6 WSIX-F	6 WGFX-F	6 WZEZ-F<
7 WGFX-F	7	7 WGFX-F	7 WSM -F	7 WZEZ-F	7	7	7 WRMX-F	7 WQQK-F	7 WYHY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOR	900	Lebannon	0.6/1.4
WDBL-F	94.3	Springfield	0.5/1.7
WDKN	1260	Springfield	0.8/0.9
WMDB	880	Nashville	0.5/2.3
WSIX	980	Nashville	0.6/3.2

RADIO STATIONS

WAMB,	1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS, $	20.00	(Roslin)	
WKDA,	1240, 1 KW	, OLDIES	ABC I, ABC R, $	20.00	(Katz)	Dick
WLAC,	1510, 50 KW (DA-N)	, NEWS/TALK/RELIG.	CBS, $	45.00	(Durpetti)	Fairmont
WMDB,	880, 2.5 KW (DAYS, DA)	, BLACK	, $	17.00	(---)	
WSIX,	980, 5 KW (DA-N)	, MOR/VARIETY	, $	25.00	(Mc-Guild)	Hicks
WSM ,	650, 50 KW	, COUNTRY	NBC, $	47.00	(Christal)	Gaylord
WVOL,	1470, 5 KW/1 KW (DA-2)	, BLACK	NBN, $	25.00	(Republic)	
WGFX-F,	104.5, 100 KW @ 762,	CLASSIC AOR	, $	50.00	(Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F,	103.3, 100 KW @ 1220,	AOR	ABC E, ABC R, $	92.00	(Katz)	Dick
WLAC-F,	105.9, 100 KW @ 1229,	AC	, $	90.00	(Durpetti)	Fairmont
WQQK-F,	92.1, 1.5 KW @ 430,	BLACK	,	42.00	(Republic)	
WRMX-F,	96.3, 100 KW @ 840,	AC/OLDIES	, $	44.00	(HNWH)	Signature (MURFREESBORO)
WSIX-F,	97.9, 100 KW @ 1145,	COUNTRY	, $	85.00	(Mc-Guild)	Hicks
WSM-F ,	95.5, 100 KW @ 1280,	COUNTRY	, $	86.00	(Christal)	Gaylord
WYHY-F,	107.5, 100 KW @ 710,	CHR	US 2, $	80.00	(Eastman)	Jacor (LEBANON)
WZEZ-F,	92.9, 100 KW @ 1053,	EZ	, $	54.00	(Eastman)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 12/2,237,400

MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.00 hours

Stations: 40/12
Diaries: 1731/1293:1/49.6%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1988 Revenue: $30,600,000
HH Inc.: $48,492
Retail $: 23.4 Bil
Pop per Station: 186,450
#1 Biller: WALK-AF $7,700,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF	(AC)	264/ 6.4	8.1	5.7	6.3	6.4	6.6		3238/14.5	15.7	15.9	138	5.9	233	2690	WALK-AF
2. WBLI-F	(CHR)	223/ 5.4	5.4	4.8	4.0	5.5	4.9		2980/13.3	13.5	14.3	102	5.5	227	3030	WBLI-F
3. WBAB-F	(AOR)	215/ 5.2	4.9	3.9	4.8	4.3	4.7		3236/14.5	14.4	12.9	117	5.9	246	3114	WBAB-F
4. WKJY-F	(AC)	144/ 3.5	3.1	3.7	3.6	2.2	3.5		2129/ 9.5	7.2	6.5	117	2.5	102	1079	WKJY-F
5. WYNY-F	(C)	129/ 3.1	3.1	3.2	2.8	2.4	3.0		1600/ 7.2	8.2	6.0	145	3.1	130	1411	WYNY-F
6. WHLI	(BB)	101/ 2.4	3.0	3.7	3.5	3.3	3.2		869/ 3.9	4.4	4.7	17	1.9	77	726	WHLI
7. WCTO-F	(EZ)	64/ 1.5	2.6	3.1	2.9	1.9	2.5		904/ 4.0	6.2	4.5	60	1.3	53	743	WCTO-F
8. WDRE-F	(AOR)	62/ 1.5	1.7	1.9	1.4	1.4	1.6		1107/ 4.9	5.4	4.9	73	2.2	91	1289	WDRE-F
9. WGSM	(MOR)	45/ 1.1	1.4	1.9	2.4	2.7	1.7		519/ 2.3	2.6	3.4	0	1.6	65	576	WGSM
10. WRCN-F	(AOR)	28/ 0.7	1.0	0.6	0.5	0.7	0.7		607/ 2.7	3.1	2.0	114	0.7	27	440	WRCN-F
11. WBAB	(AOR)	4/ 0.1	0.1	0.3	0.3	0.2	0.2		263/ 1.2	1.3	1.0	200				WBAB
12.																
13.																
14.																

15. NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (SUM 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WBAB-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F<	1 WBLI-F	1 WALK-F>>
2 WBAB-F	2 WBLI-F>	2 WALK-AF	2 WBAB-F	2 WBAB-F	2 WHLI	2 WBLI-F	2 WBLI-F<	2 WBLI-F	2 WBAB-F	2 WBAB-F
3	3 WKJY-F	3 WBLI-F	3 WBLI-F>	3 WBLI-F	3 WYNY-F	WBAB-F>	3 WBAB-F	3 WALK-AF>	3 WALK-AF	3 WBLI-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WYNY-F	4 WKJY-F	4 WKJY-F	4 WKJY-F>	4 WYNY-F<	4 WDRE-F	4 WKJY-F
5	5 WALK-AF	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WYNY-F>	5 WYNY-F	5 WKJY-F>>	5 WYNY-F	5 WDRE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKJY-F	1 WBLI-F	1 WBLI-F<	1 WALK-AF	1 WALK-AF>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WBLI-F>	2 WBAB-F	2 WBAB-F>	2 WBLI-F	2 WBLI-F	2 WDRE-F>	2 WDRE-F	2 WKJY-F	2 WALK-AF	2 WBAB-F>
3 WBAB-F	3 WKJY-F	3 WYNY-F	3 WBAB-F	3 WBAB-F<	3 WBLI-F>	3 WBLI-F	WBLI-F	3 WBLI-F	3 WBLI-F
4 WALK-AF	4 WALK-AF	4 WALK-AF	4 WKJY-F	4 WYNY-F	4 WALK-AF>	4 WALK-AF	4 WDRE-F	4 WKJY-F	4 WKJY-F
WDRE-F>>	5 WYNY-F	WKJY-F>>	5 WYNY-F	5 WKJY-F>>	5 WYNY-F>	5 WKJY-F>	5 WALK-AF>	5 WDRE-F	5 WYNY-F>>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA) , MOR/NOSTALGIA , $ 55.00 (Roslin) Greater Media
WHLI, 1100, 10 KW (DAYS,DA) , NOSTALGIA , $ 61.00 (Katz) Barnstable

WALK-F, 97.5, 45 KW @ 530, AC , $148.00 (Durpetti) American
WBAB-F, 102.3, 3 KW @ 268, AOR , $130.00 (MMR) Noble
WBLI-F 106.1, 10 KW @ 500, CHR , $110.00 (Katz) Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ , $ 60.00 (Roslin) Greater Media
WDRE-F, 92.7, 3 KW @ 300, AOR , $ 55.00 (Katz)
WKJY-F, 98.3, 3 KW @ 330, SOFT AC , $ 73.00 (Katz) Barnstable
WLNG-F, 92.1, 3 KW @ 325, AC MBS, $ 30.00 (K & P)
WRCN-F, 103.9, 1.5 KW @ 466, AOR , $ 50.00 (---)

MISCELLANEOUS COMMENTS:

NEW ORLEANS

Arbitron Rank/Pop (12+): 34/1,085,200
MSA Rank/Pop: 36/1,319,700
ADI # 35
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 24/22
Diaries: 1599/679:1/49.0%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 10.5

1988 Revenue: $26,900,000
HH Inc.: $29,286
Retail $: 9.6 Bil
Pop per Station: 49,327
#1 Biller: WQUE $0

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	263/13.3	9.3	0.2	8.5	9.4	7.8	273/2464	2221/20.5	19.2	17.0	95	16.3	323	2480	WYLD-F
2. WEZB-F	(CHR)	219/11.1	12.4	11.7	10.8	11.5	11.5	246/3663	3096/28.5	28.5	27.4	89	13.0	257	3749	WEZB-F
3. WQUE-AF	(B)	215/10.9	10.3	11.5	14.5	13.1	11.8	249/3355	2842/26.2	25.8	28.3	80	15.4	299	3589	WQUE-AF
4. WLTS-F	(AC)	122/ 6.2	7.8	9.2	5.6	5.9	7.2	139/2284	1915/17.6	16.6	15.9	153	5.8	114	1715	WLTS-F
5. WWL	(N/T)	121/ 6.1	4.8	5.1	8.6	7.0	6.2	150/2625	1996/18.4	14.0	18.9	92	3.9	77	1572	WWL
6. WLMG-F	(AC)	101/ 5.1	5.0	5.2	6.4	6.3	5.4	113/1765	1563/14.4	13.9	16.6	145	3.3	66	1150	WLMG-F
7. WBYU	(BB)	98/ 5.0	5.4	4.9	4.5	1.6	4.9	101/1026	961/ 8.9	8.9	4.0	40	3.1	61	808	WBYU
8. WBOK	(REL)	87/ 4.4	4.7	3.3	3.2	3.9	3.9	87/743	732/ 6.7	6.8	6.1	89	2.5	49	535	WBOK
9. WNOE-F	(C)	68/ 3.4	3.1	4.1	4.3	4.3	3.7	99/1571	1068/ 9.8	8.1	10.6	103	4.9	97	1089	WNOE-F
10. WQXY-F	(C)	65/ 3.3	2.8	2.8	2.5	8.6	2.8	74/1189	891/ 8.2	7.7	13.9	109	1.8	36	573	WQXY-F
11. WRNO-F	(AOR)	59/ 3.0	4.8	4.6	3.8	4.1	4.1	78/1776	1366/12.6	13.0	14.7	103	4.9	97	1972	WRNO-F
12. WCKW-F	(AOR)	55/ 2.8	3.9	3.4	4.0	4.7	3.5	83/1399	963/ 8.9	10.1	10.5	125	3.3	65	1425	WCKW-F
13. KHOM-F	(AC)	52/ 2.6	2.5	1.3	1.4	----	1.9	122/1951	1009/ 9.3	7.1	0.0	138	3.2	64	1044	KHOM-F
14. KQLD-F	(REL)	49/ 2.5	1.7	1.9	2.1	1.6	2.0	65/1115	823/ 7.6	4.5	2.8	148	0.9	17	429	KQLD-F
15. WYLD	(B)	41/ 2.1	1.7	2.1	2.8	3.0	2.2	44/745	569/ 5.2	6.9	7.2	100	2.7	53	759	WYLD
16. WTIX	(N/T)	30/ 1.5	1.5	1.1	0.8	0.7	1.2	43/689	553/ 5.1	5.0	4.4	93	1.1	21	461	WTIX
17. WYAT	(AC)	28/ 1.4	1.9	2.7	1.9	1.9	2.0	32/482	463/ 4.3	4.6	3.7	157	1.1	21	379	WYAT
18.																
19.																
20.																

12+ FM SHARE (METRO): 72.14% (1274 of 1766) (SUM 88: 75.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL <	1 WEZB-F	1 WQUE-AF	1 WQUE-AF<	1 WYLD-F>>	1 WYLD-F>>
2 WEZB-F	2 WQUE-AF<	2 WEZB-F	2 WEZB-F	2 WEZB-F<	2 WBYU	2 WWL	WYLD-F	2 WYLD-F	2 WQUE-AF>	2 WQUE-F>>
3 WYLD-F>>	3 WEZB-F>	3 WQUE-AF>	3 WQUE-AF	3 WLTS-F	3 WYLD-F	3 WYLD-F	3 WEZB-F	3 WEZB-F>	3 WEZB-F>	3 WBOK
4	4 WLTS-F	4 WLTS-F	WLTS-F	4 WQUE-AF	4 WBOK	4 WQUE-AF	4 WLTS-F	4 WLTS-F<	4 WWL	4 WWL
5	5 WRNO-F	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F<	5 WLTS-F	5 WBYU	5 WLMG-F	5 WBOK	5 WEZB-F
6	6	6	6	6	6 WEZB-F	6	6 WLMG-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F>
2 WQUE-AF>	2 WQUE-AF<	2 WEZB-F	2 WEZB-F<	2 WLTS-F	2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WEZB-F	2 WEZB-F
3 WEZB-F>>	3 WEZB-F>	3 WQUE-AF	3 WQUE-AF	3 WEZB-F	3 WQUE-AF>	WEZB-F>	3 WEZB-F	3 WQUE-AF>	3 WQUE-AF
4 WRNO-F	4 WLTS-F	4 WLTS-F>	4 WLTS-F	4 WQUE-AF	4 WRNO-F	4 WCKW-F	4 WLTS-F	4 WCKW-F	4 WWL
5 WLTS-F	5 WLMG-F	5 WLMG-F>	5 WLMG-F	WLMG-F	5 WCKW-F	5 WRNO-F	WCKW-F>	5 WLTS-F	WLTS-F
WLMG-F>	6	6	6	6	6 WBOK >>	6	6 WRNO-F	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADU	830	Norco/Kenner	0.9/2.3
WARB	730	Covington	1.0/1.3
WNOE	1060	New Orleans	0.9/2.9
WSMB	1350	New Orleans	1.1/3.3
WGGZ-F	98.1	Baton Rouge	0.4/1.1
WKJN	1300	Baton Rouge	
WKJN-F	103.3	Hammond	0.5/2.1

AM STATIONS

WBOK,	1230,	1 KW	, BLACK/GOSPEL	SBN,	$ 27.00	(---)	Willis
WBYU,	1450,	1 KW	, BIG BAND/EZ	SMN,	$ 30.00	(Roslin)	
WNOE,	1060,	50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F				
WSMB,	1350,	5 KW (DA-2)	, TALK	MBS, ABC I,	$ 25.00	(Smith)	
WTIX,	690,	10 KW/5 KW (DA-2)	, TALK	NBC, MBS,	$ 30.00	(Mc-Guild)	United Network
WWL ,	870,	50 KW (DA-1)	, NEWS/TALK	CBS,	$ 62.00	(Katz)	Keymarket
WYAT,	990,	250 W	, OLDIES	RADRAD,	$ 21.00	(Durpetti)	
WYLD,	940,	10 KW/500 W (DA-2)	, BLACK	,	$ 24.00	(Banner)	Interurban

FM STATIONS

KHAA,	106.7,	100 KW @ 960,	RELIGION	NBN,	$ N/A	(---)	(PORT SULPHUR)
KHOM,	104.1,	100 KW @ 1943,	OLDIES	NBC,	$ 30.00	(Torbet)	(HOUMA)
WCKW,	92.3,	100 KW @ 429,	AOR	SOURCE,	$ 35.00	(Republic)	
WEZB,	97.1,	100 KW @ 511,	CHR	US 1,	$ 97.00	(MMR)	EZ
WLMG,	101.9,	95 KW @ 825,	AC	,	$ 55.00	(Katz)	Keymarket
WLTS,	105.3,	100 KW @ 925,	SOFT AC	RADRAD,	$ 60.00	(Durpetti)	
WNOE,	101.1,	100 KW @ 1004,	COUNTRY	ABC E,	$ 50.00	(Mc-Guild)	New Market
WQUE,	93.3,	93 KW @ 512,	URBAN/CHR	,	$ 79.00	(Christal)	Clear Channel
WQXY,	95.7,	100 KW @ 580,	COUNTRY	,	$ 45.00	(Christal)	Stoner
WRNO,	99.5,	100 KW @ 990,	AOR	ABC F, ABC R,	$ 53.00	(MMR)	
WYLD,	98.5,	100 KW @ 352,	BLACK	,	$ 54.00	(Banner)	Interurban

MISCELLANEOUS COMMENTS: WSLA changes from BUSINESS NEWS to SPORTS (Sept)

NEW YORK

Arbitron Rank/Pop (12+): 1/14,056,500

MSA Rank/Pop: 1/~~1~~5,300,000
ADI # 1
Average Person Ratings: 19.3
Market TSL: 25.00 hours

Stations: 47/46
Diaries: 5230/2672:1/45.6%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 8.7

1988 Revenue: $294,200,000
HH Inc.: $37,400
Retail $:110.0 Bil
Pop per Station: 305,576
#1 Biller: WINS $22,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F	(CHR)	1550/ 5.7	6.0	5.3	5.6	6.2	5.7	1573/26031	25418/18.1	17.7	17.2	91	6.6	1811	26992	WHTZ-F
2. WLTW-F	(AC)	1534/ 5.7	5.3	4.3	4.7	3.8	5.0	1577/19651	19092/13.6	13.2	9.7	132	3.6	983	11435	WLTW-F
3. WPAT-AF	(EZ)	1492/ 5.5	5.6	6.2	4.9	5.7	5.5	1515/16964	16382/11.7	12.8	12.7	42	3.8	871	10033	WPAT-AF
4. WINS	(N)	1214/ 4.5	4.7	4.3	4.4	4.3	4.5	1224/25855	25414/18.1	19.5	16.8	73	3.8	1046	19228	WINS
5. WOR	(T)	1175/ 4.3	3.7	4.5	4.7	4.3	4.3	1298/16252	14306/10.2	9.1	10.1	42	3.6	983	12466	WOR
6. WCBS-F	(O)	1150/ 4.2	5.0	4.7	4.3	4.1	4.6	1202/18221	17412/12.4	14.4	11.6	164	3.6	973	11978	WCBS-F
7. WNEW-F	(AOR)	1137/ 4.2	4.2	3.5	3.2	4.4	3.8	1234/18690	17386/12.4	11.2	10.7	131	4.6	1264	15455	WNEW-F
8. WRKS-F	(B)	1053/ 3.9	4.1	4.2	4.2	4.2	4.1	1063/15119	14799/10.5	10.3	9.4	69	5.6	1523	17934	WRKS-F
9. WQHT-F	(CHR)	1049/ 3.9	4.0	4.0	4.0	4.5	4.0	1075/15919	15277/10.9	10.6	11.4	67	5.5	1500	17775	WQHT-F
10. WBLS-F	(B)	1016/ 3.7	2.9	3.8	3.6	4.0	3.5	1021/13876	13690/ 9.7	9.4	10.0	143	5.5	1497	15299	WBLS-F
11. WXRK-F	(AOR)	967/ 3.6	3.4	3.1	3.4	3.7	3.4	1061/16862	15819/11.3	10.7	11.6	133	3.6	974	15444	WXRK-F
12. WPLJ-F	(CHR)	949/ 3.5	3.1	3.5	3.6	4.7	3.4	1035/21725	20027/14.2	13.8	14.9	109	4.1	1112	23355	WPLJ-F
13. WCBS	(N)	922/ 3.4	3.0	2.7	3.6	3.5	3.2	1040/21343	18892/13.4	12.0	11.5	68	2.8	772	13040	WCBS
14. WNSR-F	(AC)	866/ 3.2	3.5	3.1	3.1	2.7	3.2	882/14372	14082/10.0	11.0	8.5	141	2.5	688	9923	WNSR-F
15. WFAN	(N/T)	846/ 3.1	2.5	1.8	2.3	2.5	2.4	956/17451	15162/10.8	10.1	8.5	94	3.0	818	14123	WFAN
16. WYNY-F	(C)	834/ 3.1	2.3	2.8	2.9	2.2	2.8	883/10522	9544/ 6.8	7.1	6.3	106	2.1	571	8188	WYNY-F
17. WABC	(T)	719/ 2.6	3.2	3.3	3.3	3.5	3.1	854/14484	12281/ 8.7	9.6	10.5	69	2.5	696	10857	WABC
18. WNEW	(BB)	668/ 2.5	1.9	2.3	1.9	1.2	2.2	713/9413	8788/ 6.3	5.2	3.6	60	1.3	350	5907	WNEW
19. WQCD-F	(J/NA)	585/ 2.2	2.5	2.9	1.8	1.0	2.3	597/9447	9141/ 6.5	7.3	3.9	155	3.4	925	10154	WQCD-F
20. WADO	(SP)	462/ 1.7	1.2	1.6	1.9	1.5	1.6	462/4181	4181/ 3.0	2.2	2.8	88	1.0	267	4008	WADO
21. WNCN-F	(CL)	387/ 1.4	1.3	1.8	1.3	1.4	1.4	405/6964	6582/ 4.7	4.6	4.5	129	1.4	389	5091	WNCN-F
22. WSKQ-F	(SP)	358/ 1.3	2.4	1.7	----	----	1.4	358/3406	3399/ 2.4	3.4	0.0	131	1.6	441	3961	WSKQ-F
23. WLIB	(B)	332/ 1.2	1.0	1.4	1.3	1.2	1.2	337/4217	4096/ 2.9	2.7	2.5	117	1.0	283	3211	WLIB
24. WQXR-F	(CL)	329/ 1.2	1.2	1.8	1.6	1.3	1.5	365/6509	6004/ 4.3	4.5	4.4	83	1.3	345	4771	WQXR-F
25. WSKQ	(SP)	318/ 1.2	0.7	0.7	2.0	1.4	1.1	318/3425	3425/ 2.4	1.8	2.2	117	0.5	148	3354	WSKQ

12+ FM SHARE (METRO): 67.45% (16710 of 24773) (SUM 88: 64.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WHTZ-F	1 WLTW-F<	1 WLTW-F	1 WPAT-AF	1 WINS	1 WLTW-F	1 WLTW-F	1 WFAN	1 WOR >>
2 WRKS-F	2 WHTZ-F	2 WNEW-F<	2 WCBS-F	2 WCBS-F	2 WOR	2 WOR	2 WPAT-AF	2 WHTZ-F	2 WRKS-F	2 WBLS-F>>
3 WQHT-F>	3 WXRK-F	3 WLTW-F	3 WNEW-F	3 WNEW-F<	3 WLTW-F<	3 WXRK-F	3 WHTZ-F	3 WPAT-AF	3 WBLS-F<	3 WINS >>
4 WPLJ-F>	4 WQHT-F	4 WCBS-F<	4 WBLS-F<	4 WBLS-F<	4 WINS	4 WHTZ-F	4 WNEW-F<	4 WCBS-F	4 WHTZ-F	4 WCBS >>
5 WBLS-F>	5 WRKS-F	5 WXRK-F	5 WHTZ-F<	5 WHTZ-F	5 WCBS <	WCBS >	5 WCBS-F	5 WNEW-F	5 WQHT-F	5 WLTW-F
6	WPLJ-F	6 WBLS-F	6 WXRK-F	6 WXRK-F	6 WCBS-F	6 WLTW-F<	6 WNSR-F	6 WRKS-F	6 WPAT-AF<	6 WRKS-F>>
7	7 WBLS-F	7 WQHT-F	7 WNSR-F>	7 WNSR-F	7 WYNY-F<	7 WPAT-AF	7 WPLJ-F	WQHT-F	7 WLTW-F	7 WABC >>
8	8 WLTW-F	WNSR-F	8 WPLJ-F	8 WPLJ-F	8 WNEW	8 WNEW-F<	8 WQHT-F	8 WPLJ-F	8 WOR	8 WQHT-F
9	9 WNSR-F	9 WPLJ-F<	9 WQCD-F	9 WQCD-F	WABC	9 WCBS-F	9 WXRK-F	9 WNSR-F	9 WPLJ-F	9 WNEW-F
10	10 WCBS-F	10 WRKS-F	10 WINS	10 WYNY-F	10 WFAN	10 WBLS-F	WRKS-F	10 WYNY-F	10 WQCD-F	WCBS-F
				WINS				WOR	WCBS-F	
								WABC		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTZ-F	1 WHTZ-F	1 WLTW-F	1 WLTW-F	1 WLTW-F>	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WNEW-F
2 WQHT-F	2 WQHT-F	2 WBLS-F<	2 WHTZ-F	2 WCBS-F	2 WHTZ-F	2 WXRK-F>	2 WXRK-F>	2 WXRK-F>	2 WXRK-F
3 WRKS-F	3 WLTW-F<	3 WNSR-F	3 WCBS-F	3 WHTZ-F<	3 WXRK-F	3 WHTZ-F>	3 WBLS-F	3 WHTZ-F	3 WCBS-F
4 WPLJ-F>	4 WPLJ-F	WHTZ-F<	4 WNSR-F	4 WBLS-F<	4 WQHT-F	4 WBLS-F	4 WCBS-F<	4 WCBS-F<	4 WLTW-F
5 WLTW-F	5 WRKS-F	5 WPLJ-F	WBLS-F<	5 WNSR-F>	5 WRKS-F>	5 WRKS-F<	5 WHTZ-F<	5 WBLS-F	5 WBLS-F<
6 WNSR-F<	6 WNSR-F	6 WQHT-F<	6 WQHT-F	6 WPLJ-F	6 WPLJ-F	6 WQHT-F<	6 WQCD-F	6 WFAN	6 WFAN
7 WNEW-F	7 WBLS-F	7 WNEW-F<	7 WPLJ-F	7 WYNY-F	7 WFAN	7 WPLJ-F	WPLJ-F	7 WLTW-F	7 WHTZ-F
8 WBLS-F>	8 WNEW-F>	8 WRKS-F	8 WRKS-F	WNEW-F	8 WBLS-F>	8 WFAN	8 WNSR-F	8 WRKS-F	8 WQCD-F
9 WXRK-F<	9 WCBS-F	9 WCBS-F	9 WNEW-F>	WINS	9 WBAB-F	9 WCBS-F	9 WFAN	WQHT-F	9 WPLJ-F
10 WQCD-F	10 WXRK-F	10 WXRK-F	10 WINS	10 WPAT-AF	10 WNSR-F	10 WQCD-F	10 WLTW-F	10 WPLJ-F	10 WNSR-F
						WNSR-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB-F	102.3	BABYLON	0.8/2.6
WBLI-F	106.1	PATCHOGUE	0.8/2.2
WCTO-F	94.3	SMITHTOWN	0.3/0.8
WDHA-F	105.5	DOVER	0.4/1.4
WDRE-F	92.7	GARDEN CITY/NY	0.6/2.4
WEVD	1050	New York	0.3/1.2
WFME-F	94.7	NEWARK	0.6/1.7
WHLI	1100	HEMPSTEAD	0.4/0.7
WHUD-F	100.7	PEEKSKILL	0.4/1.5
WJIT	1480	NEW YORK	0.3/0.9
WKDM	1380	NEW YORK	0.4/1.0
WKJY-F	98.3	HEMPSTEAD	0.8/2.4
WMCA	570	NEW YORK	0.6/2.6
WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.9
WNJR	1430	NEWARK	0.3/1.2
WQXR	1560	NEW YORK	0.3/1.3
WWDJ	970	HACKENSACK	0.3/1.3
WWRL	1600	NEW YORK	0.7/1.5
WWRV	1330	New York	0.4/0.7
WEZN-F	99.9	BRIDGEPORT	0.4/1.2

RADIO STATIONS

AM STATIONS

WABC	770	50 KW	TALK	ABC I	240.00	(Banner)	Cap Cities/ABC
WADO	1280	5 KW	HISPANIC		140.00	(---)	
WCBS	880	5 KW	NEWS	CBS	370.00	(CBS)	CBS
WEVD	1050	50 KW (DA-1)	BIG BAND		75.00	(Groskin)	
WFAN	660	50 KW	SPORTS TALK	NBC	200.00	(HNWH)	Emmis
WINS	1010	50 KW (DA-1)	NEWS	ABC D	410.00	(Group W)	Westinghouse
WJIT	1480	5 KW (DA-2)	HISPANIC		90.00	(---)	Infinity
WKDM	1380	5 KW (DA-1)	HISPANIC		96.00	(Katz Hisp.)	TA/Shaw
WLIB	1190	10 KW (DAYS,DA)	BLACK NEWS/TALK	SBN	90.00	(Mc-Guild)	Inner City
WMCA	570	5 KW (DA-1)	RELIGION	APR,MBS	60.00	(---)	Salem
WNEW	1130	50 KW (DA-N)	NOSTALGIA		180.00	(Katz)	Westwood One/Legacy
WOR	710	50 KW (DA-1)	TALK	ABC E,US 2	310.00	(Republic)	RKO
WPAT	930	5 KW (DA-2)	BTFL/EZ		N/A	(Katz)	Park
WQXR	1560	50 KW (DA-2)	FINE ARTS		N/A	(Mc-Guild)	NY Times
WSKQ	620	5 KW (DA-2)	HISPANIC		120.00	(SBS)	SBS
WWDJ	970	5 KW (DA-2)	RELIGION		50.00	(---)	Communicom
WWRL	1600	5 KW (DA-2)	GOSPEL	NBN	70.00	(K & P)	

FM STATIONS

WBLS	107.5	5.4 KW @ 1241	BLACK	ABC F	320.00	(Mc-Guild)	Inner City
WCBS	101.1	4.6 KW @ 1300	OLDIES	RADRAD	380.00	(CBS)	CBS
WHTZ	100.3	7.8 KW @ 1220	CHR		425.00	(Christal)	Malrite
WFME	94.7	37 KW @ 570	RELIGION		N/A	(---)	Family
WHUD	100.7	50 KW @ 500	BTFL/EZ		100.00	(Katz)	(PEEKSKILL)
WLTW	106.7	7.6 KW @ 1220	SOFT AC		375.00	(Katz)	Viacom
WNCN	104.3	7.6 KW @ 1220	CLASSICAL	APR	175.00	(CMBS)	GAF
WNEW	102.7	7.8 KW @ 1210	AOR	SOURCE	310.00	(Katz)	Legacy
WNSR	105.1	7.8 KW @ 1220	AC		225.00	(Mc-Guild)	Bonneville
WPAT	93.1	5.3 KW @ 1420	BTFL/EZ		240.00	(Katz)	Park
WPLJ	95.5	7.2 KW @ 1335	CHR	ABC R	295.00	(Banner)	Cap Cities/ABC
WQCD	101.9	5.3 KW @ 1420	JAZZ		215.00	(Christal)	Tribune Co.
WQHT	97.1	6.7 KW @ 1340	CHR/URBAN		230.00	(HNWH)	Emmis
WQXR	96.3	7.8 KW @ 1220	CLASSICAL		170.00	(Mc-Guild)	NY Times
WRKS	98.7	7.8 KW @ 1225	BLACK	US1	288.00	(Republic)	Summit
WSKQ	97.9	7.6 KW @ 1220	HISPANIC		125.00	(SBS)	SBS
WXRK	92.3	5.4 KW @ 1200	CLASSIC AOR	ABC R	300.00	(Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

NORFOLK

Arbitron Rank/Pop (12+): 32/1,115,200

MSA Rank/Pop: 33/1,3362,100
ADI # 42
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 27/25
Diaries: 1275/875:1/50.7%
Sample Target: 1230
% Below Line: 0.7
% Not Listed: 9.1

1988 Revenue: $32,200,000
HH Inc.: $34,450
Retail $: 9.4 Bil
Pop per Station: 44,608
#1 Biller: WNOR-AF $4,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF (AOR)	156/ 7.9	6.6	10.6	9.0	11.1	8.5	161/2001	1875/16.8	15.7	18.9	97	11.3	249	2542	WNOR-AF
2. WCMS-AF (C)	147/ 7.4	9.9	8.7	8.4	7.7	8.6	187/1995	1610/14.4	17.4	15.7	96	7.6	159	1465	WCMS-AF
3. WOWI-F (B)	138/ 6.9	7.3	8.7	8.0	8.5	7.7	169/2293	1895/17.0	15.2	15.5	97	10.9	241	2459	WOWI-F
4. WAFX-F (AOR)	135/ 6.8	11.7	4.5	2.5	2.8	6.4	155/2114	1819/16.3	19.1	6.0	106	10.1	223	2725	WAFX-F
5. WFOG-F (EZ)	132/ 6.6	9.0	8.6	8.3	9.9	8.1	161/1717	1466/13.2	16.3	15.6	67	5.8	128	1349	WFOG-F
6. WWDE-F (AC)	120/ 6.0	4.4	4.5	6.0	5.4	5.2	126/1619	1460/13.1	12.6	13.9	157	4.8	105	1126	WWDE-F
7. WJQI-AF (AC)	111/ 5.6	5.1	5.5	5.7	3.4	5.5	113/1560	1442/12.9	11.3	9.0	132	5.1	113	1174	WJQI-AF
8. WNVZ-F (CHR)	106/ 5.3	7.6	7.4	6.9	6.7	6.8	118/2318	2091/18.8	21.0	19.4	79	7.1	157	2563	WNVZ-F
9. WGH -F (CHR)	97/ 4.9	3.4	5.7	5.0	6.0	4.8	109/1806	1545/13.9	11.7	56.1	67	4.2	92	1835	WGH -F
10. WLTY-F (O)	93/ 4.7	4.4	5.3	6.8	4.8	5.3	112/1505	1302/11.7	12.9	12.8	166	4.9	107	1199	WLTY-F
11. WZCL-F (O)	86/ 4.3	1.4	1.7	3.2	1.7	2.7	92/1053	949/ 8.5	5.6	4.9	156	2.9	64	873	WZCL-F
12. WMYK-F (B)	77/ 3.9	5.6	4.7	5.9	5.8	5.0	107/1794	1443/12.9	14.4	14.7	92	6.9	153	1907	WMYK-F
13. WNIS (N/T)	69/ 3.5	2.6	2.2	2.5	3.0	2.7	70/798	772/ 6.9	6.5	6.1	69	2.0	43	835	WNIS
14. WRAP (B)	67/ 3.4	2.1	1.8	3.0	3.9	2.6	69/1021	984/ 8.8	7.8	7.7	74	1.9	41	707	WRAP
15. WPCE (REL)	65/ 3.3	2.4	3.0	3.1	2.8	3.0	67/769	734/ 6.6	4.7	5.0	55	2.0	43	500	WPCE
16. WTAR (MOR)	52/ 2.6	2.9	2.7	3.2	4.5	2.8	63/1036	882/ 7.9	8.6	10.4	85	1.6	36	597	WTAR
17. WKEZ-F (C)	40/ 2.0	1.1	1.4	1.2	1.3	1.4	50/546	413/ 3.7	3.0	2.6	125	0.8	18	295	WKEZ-F
18. WOFM-F (AOR)	37/ 1.9	0.6	1.5	0.6	1.4	1.1	37/545	545/ 4.9	2.5	3.4	37	1.4	31	421	WOFM-F
19. WKSV-F (?)	33/ 1.7	----	----	----	----	0.4	33/368	354/ 3.2	0.0	0.0	118				WKSV-F
20.															

12+ FM SHARE (METRO): 82.97% (1501 of 1809) (SUM 88: 82.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF	1 WNOR-AF	1 WWDE-F	1 WWDE-F	1 WFOG-F<	1 WCMS-AF	1 WNOR-AF	1 WNOR-AF	1 WOWI-F>	1 WOWI-F>>
2 WGH -F>	2 WAFX-F	2 WAFX-F	2 WNOR-AF	2 WLTY-F<	2 WCMS-AF>>	2 WNOR-AF	2 WWDE-F<	2 WAFX-F	2 WNOR-AF	2 WNIS >>
3 WRAP	3 WOWI-F>	3 WOWI-F	WLTY-F	3 WNOR-AF<	3 WNIS <	3 WWDE-F	3 WFOG-F	WCMS-AF	3 WAFX-F	3 WRAP
4 WOWI-F	4 WWDE-F	4 WWDE-F	4 WJQI-AF	4 WJQI-AF<	4 WZCL-F	4 WFOG-F	4 WCMS-AF	4 WFOG-F	4 WJQI-AF	4 WCMS-F<
5 WMYK-F	5 WJQI-AF	5 WJQI-AF	WAFX-F	5 WAFX-F<	5 WLTY-F<	5 WAFX-F	5 WAFX-F	5 WWDE-F	WMYK-F	5 WAFX-F
6	WGH -F	6 WLTY-F	6 WOWI-F	6 WCMS-AF	6 WPCE	6 WNVZ-F<	6 WNVZ-F<	WOWI-F<	6 WGH -F	6
7	7 WNVZ-F	7	7 WZCL-F	7 WZCL-F	7 WTAR	7 WOWI-F	WJQI-AF	7 WNVZ-F	7	
				WOWI-F>						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F	1 WWDE-F	1 WWDE-F>	1 WJQI-AF	1 WWDE-F	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF<	1 WNOR-AF	1 WNOR-AF
2 WGH -F	2 WJQI-AF	2 WJQI-AF	WWDE-F	2 WJQI-AF>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F>	2 WAFX-F
3 WNVZ-F	WOWI-F	3 WLTY-F	3 WOWI-F	3 WLTY-F	3 WOFM-F	3 WOWI-F>	3 WOWI-F>	3 WOWI-F	3 WLTY-F
4 WJQI-AF	4 WGH -F	4 WNOR-AF	4 WNVZ-F	4 WNVZ-F<	4 WOWI-F>	4 WOFM-F	4 WWDE-F	4 WLTY-F	4 WWDE-F<
5 WAFX-F	5 WNVZ-F	5 WNVZ-F	5 WGH -F<	5 WCMS-AF	5 WGH -F	WMYK-F<	5 WJQI-AF>	5 WZCL-F<	5 WCMS-AF
6 WMYK-F	6 WNOR-AF	6 WGH -F	6 WLTY-F	6 WOWI-F<	6 WNVZ-F	6 WGH -F	6	6 WWDE-F>	WZCL-F<
7	7 WAFX-F	7	7	7 WZCL-F	7 WMYK-F>>	7 WWDE-F	7	7 WMYK-F	7 WOWI-F
				WFOG-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEX	1490	Hampton	0.7/1.9
WTJZ	1270	Newport News	0.7/1.3
WZAM	1110	Norfolk	0.4/1.2
WRVA	1140	Richmond	0.4/0.9
WRXL-F	102.1	Richmond	0.3/1.2

AM STATIONS

WNIS,	850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T, $	40.00 (Roslin)	Sinclair
WPCE,	1400,	1 KW	, GOSPEL	SBN, $	26.00 (Mc-Guild)	Willis
WRAP,	1350,	5 KW (DA-2)	, BLACK	NBC, ABC F, $	34.00 (Roslin)	Ragan Henry
WTAR,	790,	5 KW (DA-1)	, MOR	CBS, $	42.00 (Katz)	Landmark

FM STATIONS

WAFX,	106.9,	100 KW @ 964,	CLASSIC AOR	, $	50.00 (CBS)	Downs
WCMS,	100.5,	50 KW @ 500,	COUNTRY	ABC E, $	97.00 (Eastman)	
WFOG,	92.9,	50 KW @ 480,	BTFL/EZ	, $	67.00 (MMR)	Sunshine Wireless
WGH ,	97.3,	74 KW @ 400,	CHR	ABC E, $	51.00 (Durpetti)	Susquehanna
WJQI,	94.9,	50 KW @ 500,	SOFT AC	, $	44.00 (Torbet)	Coleman
WKEZ,	94.1,	50 KW @ 500,	COUNTRY	US 2, $	38.00 (Roslin)	Eure
WLTY,	95.7,	40 KW @ 881,	AC	, $	71.00 (Katz)	Landmark
WMYK,	93.7,	100 KW @ 940,	BLACK	, $	49.00 (Durpetti)	(ELIZABETH CITY)
WNOR,	98.7,	46 KW @ 520,	AOR	SOURCE, $	96.00 (Mc-Guild)	Saga
WNVZ,	104.5,	50 KW @ 480,	CHR	, $	70.00 (Republic)	Wilkes-Schwartz
WOFM,	92.1,	2 KW @ 400,	AOR	, $	23.00 (K & P)	(MOYOCK, NC)
WOWI,	102.9,	50 KW @ 500,	BLACK	SBN, $	53.00 (Mc-Guild)	Ragan Henry
WWDE,	101.3,	50 KW @ 500,	AC	RADRAD, $	84.00 (Christal)	Edens
WZCI,	105.3,	50 KW @ 500,	??	, $	40.00 (Banner)	ML/WIN

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 46/818,800

MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 15.8
Market TSL: 21.45 hours

Stations: 19/19
Diaries: 1224/728:1/50.6%
Sample Target: 1080
% Below Line: 0.0
% Not Listed: 8.8

1988 Revenue: $22,400,000
HH Inc.: $31,351
Retail $: 8.0 Bil
Pop per Station: 43,094
#1 Biller: KXXY-AF $4,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-F	(C)	181/14.0	14.3	13.5	13.3	12.4	13.8	239/2509	1745/21.3	27.1	22.1	124	13.9	193	1765	KXXY-F
2. KKNG-F	(EZ)	113/ 8.8	7.8	9.4	10.0	7.8	9.0	138/1622	1360/16.6	15.9	14.9	60	6.1	85	1010	KKNG-F
3. KTOK	(N/T)	112/ 8.7	5.9	7.4	7.3	6.4	7.3	119/1537	1422/17.4	12.5	15.2	64	4.7	65	1019	KTOK
KJYO-F	(CHR)	112/ 8.7	10.1	11.8	12.3	11.3	10.7	136/2598	2054/25.1	27.9	23.4	53	12.9	178	2698	KJYO-F
5. KOMA	(O)	90/ 7.0	5.7	5.1	4.7	2.5	5.6	151/1581	1087/13.3	12.1	6.3	161	4.8	66	1014	KOMA
6. KRXO-F	(AOR)	88/ 6.8	5.4	6.3	5.0	6.9	5.9	105/1525	1207/14.7	15.4	14.9	141	5.2	72	1266	KRXO-F
7. KZBS-F	(CHR)	76/ 5.9	6.4	8.1	5.0	4.6	6.4	111/2221	1588/19.4	18.7	14.2	49	7.7	106	1770	KZBS-F
8. KEBC-F	(C)	74/ 5.7	6.5	3.6	3.7	6.2	4.9	105/1901	1148/14.0	14.5	12.3	119	6.6	92	1127	KEBC-F
9. KATT-F	(AOR)	61/ 4.7	7.5	7.8	10.0	8.4	7.5	122/2094	1263/15.4	16.9	16.6	83	10.8	149	1614	KATT-F
10. KMGL-F	(AC)	59/ 4.6	6.4	5.1	4.4	6.7	5.1	67/1316	1102/13.5	13.6	12.2	133	3.7	51	792	KMGL-F
11. KLTE-F	(AC)	48/ 3.7	4.0	4.7	4.7	6.0	4.3	60/1328	1116/13.6	12.9	13.3	132	3.2	45	903	KLTE-F
12. KPRW	(B)	44/ 3.4	3.3	2.7	2.9	6.3	3.1	44/420	420/ 5.1	4.8	6.1	97	5.4	75	692	KPRW
13. WKY	(C)	39/ 3.0	2.4	2.8	5.1	3.8	3.3	64/1073	660/ 8.1	7.0	9.2	87	2.2	30	625	WKY
14. KXXY	(C)	20/ 1.6	0.7	0.6	0.6	0.2	0.9	21/249	240/ 2.9	2.0	1.8	69	0.4	0	38	KXXY
15. KJIL-F	(REL)	16/ 1.2	0.7	0.9	1.4	1.1	1.0	16/322	309/ 3.8	2.9	3.9	142	1.7	23	405	KJIL-F

12+ FM SHARE (METRO): 70.83% (833 of 1176) (SUM 88: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>	1 KXXY-F<	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KJYO-F<	1 KTOK >>
2 KZBS-F>>	2 KJYO-F	2 KRXO-F	2 KOMA	2 KOMA	2 KTOK <	2 KTOK >	2 KKNG-F	2 KJYO-F	2 KXXY-F	2 KXXY-F
3	3 KRXO-F	3 KOMA	3 KRXO-F>	3 KRXO-F>	3 KKNG-F>	3 KOMA	3 KOMA	3 KKNG-F	3 KZBS-F>	3 KJYO-F>
4	4 KATT-F	4 KJYO-F>	4 KMGL-F	4 KEBC-F	4 KOMA	4 KJYO-F	4 KJYO-F<	4 KRXO-F	4 KRXO-F<	4 KATT-F
5	5 KZBS-F	5 KATT-F<	5 KEBC-F	5 KMGL-F	5 KEBC-F	5 KKNG-F	5 KTOK	5 KOMA <	5 KTOK <	5 KRXO-F
6	6	6 KMGL-F	6	6 KTOK <	6	KEBC-F	6 KRXO-F<	6 KZBS-F<	6 KKNG-F	6
							7 KEBC-F	7 KTOK		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZBS-F	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F>>	1 KJYO-F	1 KATT-F<	1 KXXY-F	1 KXXY-F	1 KXXY-F
KJYO-F>	2 KJYO-F	2 KMGL-F	2 KJYO-F	2 KOMA	2 KATT-F>	2 KJYO-F	2 KRXO-F	KRXO-F	2 KRXO-F
3 KXXY-F	3 KZBS-F	3 KLTE-F	3 KMGL-F<	3 KMGL-F<	3 KZBS-F>	3 KXXY-F	3 KOMA >	3 KOMA	3 KOMA >
KRXO-F	4 KMGL-F	4 KRXO-F	4 KOMA	4 KLTE-F<	4 KRXO-F>	KRXO-F>	4 KATT-F>	4 KJYO-F	4 KEBC-F>
5 KMGL-F	5 KRXO-F	5 KPRW	KLTE-F<	5 KKNG-F	5	5 KOMA	5 KEBC-F	5 KATT-F	5 KTOK
KLTE-F	KLTE-F	KJYO-F	6 KZBS-F	6	6	6	6 KJYO-F	6	6
KATT-F									

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQCV	800	Oklahoma City	0.9/2.8
KTLV	1220	Midwest City	1.1/1.5
KTNT-F	97.7	Edmond	0.4/3.4
WWLS	640	Moore/Norman	1.0/2.4

RADIO STATIONS

KOMA,	1520,	50 KW (DA-N)	, OLDIES	NBC, $	25.00	(CBS)	Diamond
KPAW,	1140,	1 KW (DAYS)	, BLACK	SBN, $	24.00	(Banner)	Surrey
KQCV,	800,	250 W (DAYS)	, RELIGION	IND, $	16.00	(---)	Bott
KTOK,	1000,	5 KW (DA-2)	, NEWS/TALK	ABC I, $	57.00	(Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N)	, COUNTRY	ABC E, $	32.00	(Banner)	Gaylord
KATT-F,	100.5,	97 KW @ 1188,	AOR	SOURCE, $	68.00	(Banner)	Surrey
KEBC-F,	94.7,	98 KW @ 1387,	COUNTRY	IND, $	39.00	(Durpetti)	Independence
KJIL-F,	104.9,	3 KW @ 300,	RELIGION	UPI, $	18.00	(---)	Swaggert (BETHANY)
KJYO-F,	102.7,	98 KW @ 900,	CHR	IND, $	54.00	(Christal)	Clear Channel
KKNG-F,	92.5,	98 KW @ 900,	BTFL/EZ	IND, $	43.00	(Katz)	Wilks-Schwartz
KLTE-F,	101.9,	98 KW @ 1390,	AC	IND, $	42.00	(Katz)	Entercom
KMGL-F,	104.1,	99 KW @ 1400,	AC	TRNSTR, US 1, $	35.00	(Eastman)	Renda
KRXO-F,	107.7,	99 KW @ 1027,	CLASSIC AOR	IND, $	45.00	(CBS)	Diamond
KXXY-F,	96.1,	98 KW @ 1167,	COUNTRY	MBS, $	94.00	(Mc-Guild)	NewMarket
KZBS-F,	98.9,	100 KW @ 1108,	CHR	APR, $	36.00	(HNWH)	

OMAHA

Arbitron Rank/Pop (12+): 70/505,300	Stations: 16/13	1988 Revenue: $18,200,000
	Diaries: 909/556:1/55.8%	HH Inc.: $36,712
MSA Rank/Pop: 79/618, 800	Sample Target:- 870	Retail $: 4.5 Bil
ADI # 73	% Below Line: 1.7	Pop per Station: 38,869
Average Person Ratings: 17.4	% Not Listed: 10.6	#1 Biller: KFAB $4,800,000
Market TSL: 22.75 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F	(CHR)	146/16.6	15.0	17.0	13.1	11.6	15.4	183/2369	1814/35.9	36.6	30.7	78				KQKQ-F
2. KEZO-AF	(AOR)	115/13.1	13.1	12.9	12.4	14.7	12.9	146/1642	1269/24.7	22.2	26.5	121				KEZO-AF
3. KFAB	(MOR)	113/12.9	14.3	15.9	17.2	14.8	15.1	195/2555	1340/26.5	28.8	30.9	50				KFAB
4. KGOR-F	(O)	74/ 8.4	6.9	7.0	9.6	11.1	8.0	96/1571	1104/21.8	19.3	30.0	151				KGOR-F
5. KESY-AF	(EZ)	70/ 7.9	8.1	7.6	6.6	6.1	7.6	83/1006	765/14.7	13.8	13.1	84				KESY-AF
6. KEFM-F	(AC)	65/ 7.4	6.7	5.5	5.4	6.5	6.3	84/1456	1058/20.9	18.9	16.8	135				KEFM-F
7. WOW -F	(C)	64/ 7.3	7.7	7.0	9.1	5.7	7.8	93/1193	742/14.7	14.3	11.5	126				WOW -F
8. KOMJ-F	(AC)	34/ 3.9	2.3	2.1	1.4	3.3	2.4	63/733	415/ 8.2	7.8	9.8	113				KOMJ-F
9. KOIL	(O)	33/ 3.8	4.2	4.3	5.7	6.6	4.5	34/603	545/10.8	10.6	14.0	137				KOIL
10. WOW	(C)	32/ 3.6	5.5	6.0	4.8	5.6	5.0	82/1380	543/10.7	13.8	11.5	67				WOW
11. KKAR	(N/T)	17/ 1.9	2.1	1.9	0.9	1.7	1.7	19/336	305/ 6.0	6.7	5.8	84				KKAR
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.63% (578 of 785) (SUM 88: 67.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KQKQ-F	1 KQKQ-F	1 KFAB	1 KFAB >>
2	2 KQKQ-F>	2 KQKQ-F>	2 KGOR-F<	2 KQKQ-F<	2 KESY-AF	2 KQKQ-F>	2 KEZO-AF>	2 KEZO-AF>	2 KQKQ-F>	2 KQKQ-F
3	3 KEFM-F	3 KGOR-F	3 KQKQ-F	3 KGOR-F	3 WOW -F>	3 KEZO-AF	3 KESY-AF	3 KEFM-F<	3 KEZO-AF>	3 KGOR-F<
4	4 KGOR-F>	4 KEFM-F>	4 KEFM-F>	4 KEFM-F	4 KQKQ-F<	4 WOW -F<	4 KGOR-F	4 KGOR-F<	4 KGOR-F<	4 KEZO-F
5	5	5 WOW -F	5 WOW -F	5 WOW -F>	5 KGOR-F	5 KGOR-F	5 KFAB <	5 KFAB <	5 KESY-AF	5 WOW -F
6	6	6	6	6	6 WOW	6 KESY-AF	6 KEFM-F	6 KESY-AF	6 KEFM-F	6 KEFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KEFM-F<	1 KQKQ-F>>	1 KQKQ-F	1 KEZO-AF	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KEFM-F	2 KQKQ-F>>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 KGOR-F>
3 KEFM-F>>	3 KEZO-AF	3 KGOR-F	3 KEZO-AF<	3 KGOR-F	3 KEFM-F>	3 KGOR-F	3 KEFM-F	KGOR-F>	3 WOW -F
4 KGOR-F>	4 KGOR-F>	4 KEZO-AF>	4 KGOR-F >	4 KESY-AF	4 KGOR-F	KEFM-F	4 KQ6Q-F>	4 KEFM-F>	4 KQKQ-F
5	5	5 WOW -F	5	5 KEZO-AF	5 KOMJ-F	5	5	5 WOW -F	5 KEFM-F
6	6	6 KESY-AF	6	6 WOW -F	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRO	660	Omaha	0.8/2.1
KFMQ-F	101.9	Lincoln/Omaha	0.9/5.1
KMA	960	Shenandoah	0.3/1.5
KZKX-F	96.9	Seward	0.5/2.2

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, $	90.00 (Christal)	Henry	
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $	20.00 (Eastman)		
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, $	27.00 (Banner)		
WOW , 590, 5 KW	, COUNTRY	ABC I, $	40.00 (Torbet)	Great Empire	
KBWH-F, 106.3, 1 KW @ 470	, BLACK	, $	16.00 (---)		(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442	, SOFT AC	, $	43.00 (Mc-Guild)		
KESY-F, 104.5, 100 KW @ 1040	, BTFL/EZ	ABC D, US 2, $	35.00 (Mc-Guild)	SunGroup	
KEZO-F, 92.3, 100 KW @ 1210	, AOR	ABC R, $	64.00 (Katz)	Narragansett	
KGOR-F, 99.9, 115 KW @ 1227	, OLDIES	NBC, $	45.00 (Christal)	Henry	
KOMJ-F, 103.7, 100 KW @ 405	, AC	, $	N/A (Banner)		(ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099	, CHR	, $	54.00 (Eastman)		
WOW-F , 94.1, 100 KW @ 510	, COUNTRY	ABC E, $	45.00 (Torbet)	Great Empire	

MISCELLANEOUS COMMENTS: KGOR changes from CONTEMP to OLDIES...KLNG sold for $250,000 (Chapman)...KOIL, KOMJ-F sold to Ovation for $5,750,000 (Kahil)...

ORLANDO

Arbitron Rank/Pop (12+): 44/826,000

MSA Rank/Pop: 53/959,000
ADI # 27
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 19/17
Diaries: 966/855:1/48.2%
Sample Target: 1010
% Below Line: 3.0
% Not Listed: 10.5

1988 Revenue: $40,600,000
HH Inc.: $31,813
Retail $: 8.0 Bil
Pop per Station: 48,588
#1 Biller: WWKA-F $6,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	130/ 8.8	9.7	8.6	11.9	10.6	9.8	267/3103	1416/17.1	16.4	17.9	116	6.8	102	1369	WWKA-F
2. WHTQ-F (AOR)	127/ 8.6	8.1	4.9	6.2	5.7	7.0	254/2778	1435/17.4	15.4	12.6	79	10.6	159	1329	WHTQ-F
3. WSTF-F (AC)	121/ 8.2	8.6	9.1	7.0	8.0	8.2	194/2533	1572/19.0	17.3	16.9	135	8.0	120	1242	WSTF-F
4. WBJW-AF (CHR)	112/ 7.6	6.3	7.8	7.7	6.8	7.3	221/3718	1886/22.2	21.9	21.8	88	11.1	167	2330	WBJW-AF
5. WJHM-F (B)	108/ 7.3	7.9	6.0	5.3	12.0	6.6	142/1609	1040/12.6	14.7	14.9	92	13.5	203	1705	WJHM-F
6. WOCL-F (AC)	103/ 7.0	5.4	7.7	7.6	7.7	6.9	186/2503	1390/16.8	15.9	15.1	160	7.1	106	1137	WOCL-F
7. WSSP-F (EZ)	97/ 6.6	8.3	8.3	8.6	7.8	8.0	260/2814	1103/13.4	13.9	15.0	56	5.9	89	982	WSSP-F
8. WDIZ-F (AOR)	86/ 5.8	5.2	6.7	5.5	7.6	5.8	134/2066	1273/15.4	15.3	15.5	81	6.3	95	1335	WDIZ-F
9. WJYO-F (AC)	84/ 5.7	4.4	5.5	4.8	5.4	5.1	167/2078	1093/13.2	12.7	12.5	146	2.9	44	813	WJYO-F
10. WHLY-F (CHR)	68/ 4.6	4.2	3.8	5.6	3.9	4.5	114/2005	1152/13.9	13.8	15.5	61	6.0	90	1421	WHLY-F
11. WDBO (MOR)	62/ 4.2	6.7	5.8	5.6	5.8	5.6	80/1144	893/10.8	12.5	13.6	71	4.1	62	925	WDBO
12. WWNZ (N/T)	51/ 3.5	5.2	4.7	4.3	2.7	4.4	61/800	537/ 6.5	9.4	7.5	66	3.7	55	406	WWNZ
WLOQ-F (J/NA)	51/ 3.5	3.8	3.4	2.2	3.3	3.2	55/942	861/10.4	9.4	9.2	151	3.5	52	704	WLOQ-F
14. WWLV-F (EZ)	33/ 2.2	2.5	1.7	1.8	1.1	2.0	191/1872	383/ 4.6	5.2	2.5	50	0.5	8	152	WWLV-F
15. WPRD (REL)	22/ 1.5	1.1	1.9	0.4	1.2	1.2	22/260	260/ 3.1	2.2	2.7	7	0.5	7	146	WPRD

12+ FM SHARE (METRO): 87.01% (1145 of 1316) (SUM 88: 87.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F<	1 WHTQ-F>	1 WHTQ-F	1 WOCL-F	1 WOCL-F<	1 WWKA-F	1 WWKA-F	1 WSTF-F	1 WHTQ-F<	1 WHTQ-F	1 WDBO >>
2 WBJW-AF>	2 WSTF-F<	2 WSTF-F	2 WSTF-F	2 WSTF-F	2 WSSP-F<	2 WSTF-F	2 WWKA-F<	2 WJHM-F	2 WJHM-F	2 WWKA-F
3 WHLY-F>	3 WDIZ-F>	3 WOCL-F	3 WWKA-F	3 WWKA-F	3 WOCL-F>	3 WBJW-AF	3 WOCL-F<	3 WWKA-F	3 WBJW-AF	WSTF-F>>
4 WHTQ-F	4 WJHM-F	4 WDIZ-F	4 WJYO-F	4 WJYO-F	4 WDBO	4 WOCL-F<	4 WJYO-F	WSTF-F	4 WDIZ-F	4 WJHM-F
5 WDIZ-F	5 WBJW-AF	5 WWKA-F<	5 WHTQ-F	5 WHTQ-F<	5 WJYO-F	5 WHTQ-F	5 WBJW-AF	5 WSSP-F<	5 WWKA-F	5 WHTQ-F>
6 WSTF-F	6 WHLY-F	6 WBJW-AF	6 WBJW-AF<	6 WBJW-AF	6	6 WDBO <	6 WHTQ-F	6 WBJW-AF<	6 WDBO <	6 WOCL-F
7	7	WJHM-F	7 WJHM-F	WJHM-F	7	7 WSSP-F	7	7 WJYO-F	7 WSTF-F	7
8	8	8 WJYO-F	8	8	8	8	8	8	8 WHLY-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHTQ-F>	1 WSTF-F>	1 WSTF-F>>	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F	1 WHTQ-F>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F
2 WSTF-F	2 WHTQ-F<	2 WBJW-AF	2 WBJW-AF	2 WOCL-F<	2 WDIZ-F>>	2 WDIZ-F>>	2 WDIZ-F	2 WDIZ-F	2 WWKA-F
3 WBJW-AF	3 WBJW-AF	3 WJHM-F	WJYO-F	3 WJYO-F<	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WOCL-F	3 WHTQ-F>
4 WHLY-F>	4 WJHM-F	4 WJYO-F	4 WHTQ-F<	4 WWKA-F	4 WHLY-F	4 WSTF-F	4 WLOQ-F	4 WWKA-F	4 WJYO-F
5 WJHM-F>	5 WJYO-F	5 WWKA-F	5 WOCL-F	5 WBJW-AF	5 WSTF-F	5 WWKA-F<	5 WSTF-F	5 WJHM-F	5 WSTF-F
6 WJYO-F	WHLY-F	WLOQ-F	6 WJHM-F	6 WJHM-F	6 WBJW-AF>>	6 WHLY-F	6 WWNZ	6 WBJW-AF<	WJHM-F
7 WDIZ-F>>	7	7 WOCL-F	7 WWKA-F	7	7 WWKA-F	7	WJYO-F	7 WSTF-F	7 WBJW-AF
8 WWKA-F	8	WDIZ-F	8	8	WSSP-F	8	WJHM-F	8	WLOQ-F
									WDIZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WONQ	1140	Orlando	1.2/1.1
WXXO	1600	Winter Garden	1.2/3.4
WPCV-F	97.5	Winter Haven/Lk	0.7/3.9

RADIO STATIONS

WDBO, 580, 5 KW (DA-N) , MOR	ABC I, $ 62.00 (Katz)	NewCity
WHOO, 990, 50 KW/5 KW (DA-N) , COUNTRY	, $ 15.00 (Eastman)	TK
WONQ, 1140, 4 KW (DAYS) , HISPANIC	UPI, $ 18.00 (Lotus)	
WPRD, 1440, 5 KW/1 KW (DA-N) , RELIGION	TRNSTR, $ 16.00 (---)	
WWNZ, 740, 5 KW/1 KW (DA-N) , NEWS/TALK	CBS, MBS, $ 55.00 (Christal)	Guy Gannett
WOMX-F, 105.1, 95 KW @ 1310, AC	, $ 108.00 (Banner)	Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR	ABC R, $ ~~90.00 (MMR)~~	Shamrock-Lynett
WHLY-F, 106.7, 100 KW @ 800, CHR	ABC D, $ 66.00 (Durpetti)	Taylor
WHTQ-F, 96.5, 100 KW @ 1609, AOR	, $ 73.00 (Eastman)	TK
WJHM-F, 101.9, 28 KW @ 1650, BLACK/URBAN	, $ 58.00 (HNWH)	Beasley (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC	, $ 80.00 (MMR)	Metroplex
WLOQ-F, 103.1, 3 KW @ 330, JAZZ	, $ 48.00 (Banner)	
WOCL-F, 105.9, 100 KW @ 1650, OLDIES	APR, $ 71.00 (Christal)	American (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ	, $ 70.00 (Christal)	Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC	, $ 100.00 (Republic)	Capitol-Goodman
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY	, $ 130.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: WBJW-F changed calls in Sept.

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,084,900

MSA Rank/Pop: 4/4,873,100
ADI # 4
Average Person Ratings: 19.2
Market TSL: 25.25 hours

Stations: 29/24
Diaries: 2527/1616:1/51.2%
Sample Target: 2440
% Below Line: 2.2
% Not Listed: 9.9

1988 Revenue: $122,000,000
HH Inc.: $35,793
Retail $: 36.0 Bil
Pop per Station: 170,204
#1 Biller: WMMR-F $14,900,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F (AOR)	635/ 8.1	6.9	8.1	7.7	8.0	7.7	829/11785	8051/19.7	19.2	19.8	112	11.3	958	9032	WMMR-F
2. KYW (N)	544/ 7.0	7.1	7.2	6.5	6.8	6.9	607/13316	11573/28.3	27.0	25.5	77	5.6	477	9527	KYW
3. WPEN (BB)	534/ 6.8	5.8	5.3	5.1	6.6	5.8	546/5353	5018/12.3	10.6	11.6	38	4.2	353	2956	WPEN
4. WEAZ-F (EZ)	493/ 6.3	6.6	5.9	5.7	5.9	6.1	610/8429	6815/16.7	17.0	14.2	92	3.6	304	4277	WEAZ-F
5. WUSL-F (B)	449/ 5.7	6.9	7.1	7.5	7.1	6.8	584/6149	5218/12.8	14.3	12.9	86	7.8	660	6399	WUSL-F
6. WYSP-F (AOR)	432/ 5.5	4.5	4.5	4.9	5.8	4.8	571/9396	6681/16.4	15.3	16.7	120	6.0	508	6221	WYSP-F
7. WIOQ-F (CHR)	379/ 4.8	4.8	3.1	2.5	2.3	3.8	441/8129	6762/16.6	15.9	8.8	60	8.4	709	8821	WIOQ-F
8. WXTU-F (C)	361/ 4.6	4.0	4.0	4.1	4.5	4.2	500/6058	4266/10.4	10.6	9.2	128	4.3	367	3630	WXTU-F
9. WOGL-F (O)	350/ 4.5	3.2	3.4	2.4	2.3	3.4	463/7386	5448/13.3	10.7	9.6	144	3.5	298	4156	WOGL-F
10. WEGX-F (CHR)	338/ 4.3	6.1	7.9	7.9	6.7	6.6	413/8691	7056/17.3	20.6	18.7	72	6.3	531	8902	WEGX-F
11. WKSZ-F (AC)	336/ 4.3	4.6	4.9	4.8	4.5	4.7	391/5656	4822/11.8	12.0	11.8	121	3.1	258	4165	WKSZ-F
12. WSNI-F (AC)	300/ 3.8	2.9	3.1	4.0	4.6	3.5	325/5213	4228/10.4	10.8	12.4	145	2.0	165	3483	WSNI-F
WMGK-F (AC)	300/ 3.8	4.6	4.3	4.7	4.1	4.3	322/5421	4643/11.4	14.0	11.5	150	3.6	301	3283	WMGK-F
14. WCAU (T)	294/ 3.8	3.4	3.5	3.2	3.4	3.5	338/5869	5084/12.4	12.8	12.8	68	3.7	313	5704	WCAU
15. WWDB-F (T)	293/ 3.7	4.4	3.6	4.6	4.6	4.1	345/4599	3675/ 9.0	9.8	8.9	68	3.4	286	2985	WWDB-F
16. WDAS-F (B)	284/ 3.6	3.8	3.3	3.0	3.6	3.4	309/4043	3743/ 9.2	9.3	9.0	139	5.7	481	3972	WDAS-F
17. WFLN-F (CL)	158/ 2.0	2.3	2.8	2.4	2.2	2.4	211/3485	2482/ 6.1	7.4	6.4	95	2.6	220	2278	WFLN-F
18. WIP (N/T)	145/ 1.9	1.8	1.8	3.1	1.6	2.1	170/3534	3051/ 7.5	8.3	5.7	111	1.3	114	1666	WIP
19. WDAS (B)	88/ 1.1	1.0	0.8	1.0	1.1	1.0	88/1275	1275/ 3.1	3.6	3.4	82	0.8	64	1124	WDAS
20.															

12+ FM SHARE (METRO): 74.93% (5283 of 7051) (SUM 88: 75.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WPEN <	1 KYW >	1 WMMR-F<	1 WMMR-F	1 WUSL-F>	1 WWDB-F
2 WUSL-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F<	2 KYW >	2 WMMR-F	2 WEAZ-F	2 WEAZ-F	2 WCAU	2 KYW >>
3 WEGX-F>	3 WUSL-F<	3 WUSL-F	3 WOGL-F	3 WOGL-F	3 WEAZ-F	3 WYSP-F	3 WPEN >	3 WPEN	3 WMMR-F	3 WUSL-F
4 WYSP-F<	4 WIOQ-F	4 WSNI-F<	4 WSNI-F<	4 WXTU-F<	4 WXTU-F	4 WPEN >	4 WUSL-F<	4 WIOQ-F	4 WIOQ-F>	4 WCAU >>
5 WMMR-F	5 WEGX-F<	5 WOGL-F<	5 WMGK-F	5 WEAZ-F<	WCAU <	5 WEAZ-F	5 WKSZ-F<	5 WYSP-F<	5 WYSP-F	5 WMMR-F
6	6 WSNI-F	6 WIOQ-F	6 WDAS-F<	6 WMGK-F<	6 WWDB-F<	6 WXTU-F<	6 WYSP-F<	6 WUSL-F<	WOGL-F	6 WEAZ-F
7	7 WDAS-F<	WDAS-F<	7 WEAZ-F<	7 WSNI-F<	7 WKSZ-F<	7 WUSL-F	7 WXTU-F	7 WOGL-F	KYW <	7 WPEN
8	8 WMGK-F	8 WMGK-F	8 WXTU-F<	8 KYW <	8 WOGL-F>	WMGK-F<	WMGK-F	8 WCAU <	8 WEGX-F	8 WDAS-F
9	9	WEAZ-F<	9	9	9	9	9 WSNI-F	9	9	9
10	10	10	10	10		10	10			10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F	1 WMMR-F<	1 WMGK-F	1 WMMR-F	1 WMGK-F
2 WUSL-F	2 WIOQ-F	2 WSNI-F	WMGK-F	2 WEAZ-F
3 WEGX-F<	3 WUSL-F	WMMR-F>	3 WUSL-F<	3 WKSZ-F
4 WMMR-F>	4 WMGK-F	4 WUSL-F	4 WIOQ-F	4 WSNI-F
5 WSNI-F	5 WSNI-F	5 WDAS-F	5 WSNI-F	5 WMMR-F<
6 WEAZ-F	6 WEGX-F>	6 WIOQ-F<	WEAZ-F	6 WOGL-F<
7 WDAS-F	7 WDAS-F	7 WEAZ-F	7 WEGX-F<	7 WXTU-F
8 WMGK-F	8 WEAZ-F	8 WEGX-F<	8 WDAS-F	WDAS-F<
9	9 WYSP-F	9	9	9 WUSL-F
10	10 WKSZ-F	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WMMR-F
2 WYSP-F>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>
3 WUSL-F	3 WUSL-F	3 WDAS-F	3 WOGL-F<	3 WOGL-F
4 WIOQ-F	4 WDAS-F<	4 WSNI-F	4 WUSL-F	4 WXTU-F
5 WEGX-F>	5 WIOQ-F	5 WUSL-F	5 WDAS-F	5 KYW
6 WDAS-F>	6 WEGX-F	6 WOGL-F	6 WSNI-F	6 WSNI-F
7 WPEN	7 WSNI-F	7 WEAZ-F<	7 WXTU-F	7 WDAS-F
8	8	8 WXTU-F	8 KYW	8 WUSL-F
	9	9	9	WEAZ-F<
	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOJ	1420	Coatesville	0.3/0.9
WEAZ	560	Philadelphia	0.4/1.8
WHAT	1340	Philadelphia	0.5/1.5
WPGR	1540	Philadelphia	0.7/1.1
WZZD	990	Philadelphia	0.3/1.2
WFMZ-F	100.7	Allentown	0.5/1.2
WJBR-F	99.5	Wilmington	0.3/2.0
WKXW-F	101.5	Trenton	0.3/1.3
WPST-F	97.5	Trenton/Phily	0.5/2.8
WSTW-F	93.7	Wilmington	0.7/3.1

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC, APR	$ 290.00 (Group W)	Westinghouse
WCAU	1210	50 KW	TALK	CBS	$ 150.00 (CBS)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 45.00 (Banner)	
WEAZ	560	5 KW (DA-2)	OLDIES		$ 40.00 (Mc-Guild)	
WHAT	1340	1 KW	BLACK TALK	SBN	$ 47.00 (Roslin)	
WIP	610	5 KW (DA-1)	SPORTS	ABC E, MBS	$ 80.00 (Katz)	
WPEN	950	5 KW (DA-N)	NOSTALGIA	CNN	$ 150.00 (MMR)	Greater Media
WPGR	1540	50 KW (DAYS, DA)	OLDIES	US 1	$ 40.00 (Durpetti)	Pyramid
WZZD	990	50 KW/10 KW(DA-2)	RELIGION		$ 30.00 (---)	Communicom

FM STATIONS

WDAS	105.3	3 KW @ 800	BLACK		$ 90.00 (Banner)	
WEAZ	101.1	14 KW @ 900	EZ		$ 190.00 (Mc-Guild)	
WEGX	106.1	23 KW @ 740	CHR	ABC C	$ 170.00 (Eastman)	Malrite LP
WFLN	95.7	50 KW @ 490	CLASSICAL		$ 95.00 (CMBS)	Marlin
WIOQ	102.1	30 KW @ 650	CHR/URBAN		$ 120.00 (HNWH)	EZ
WKSZ	100.3	35 KW @ 600	SOFT AC		$ 160.00 (Katz)	
WMGK	102.9	9 KW @ 1140	AC		$ 200.00 (MMR)	Greater Media
WMMR	93.3	25 KW @ 670	AOR	SOURCE	$ 320.00 (Katz)	Legacy
WOGL	98.1	12 KW @ 1000	OLDIES	CBS	$ 145.00 (CBS)	CBS
WSNI	104.5	13 KW @ 873	AC	US 1	$ 167.00 (Durpetti)	Pyramid
WUSL	98.9	18 KW @ 830	BLACK/URBAN	ABC F	$ 190.00 (Mc-Guild)	Tak
WWDB	96.5	17 KW @ 829	TALK	ABC I	$ 100.00 (Republic)	Panache
WXTU	92.5	15 KW @ 900	COUNTRY	MBS	$ 145.00 (Republic)	Beasley
WYSP	94.1	16 KW @ 900	CLASSIC AOR	APR	$ 166.00 (Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

WHAT changed to BLACK TALK in Sept.

STATION SALES

(Crisler & Americom).

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

PHOENIX

Arbitron Rank/Pop (12+): 23/1,683,300
MSA Rank/Pop: 20/2,023,100
ADI # 25
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 30/30
Diaries: 1504/1119:1/50.9%
Sample Target: 1460
% Below Line: 0.0
% Not Listed: 5.9

1988 Revenue: $68,500,000
HH Inc.: $32,627
Retail $: 14.4 Bil
Pop per Station: 56,110
#1 Biller: KNIX-AF $11,600,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF (C)	327/11.4	12.2	12.3	14.0	11.6	12.5	441/4583	3624/21.5	22.0	21.9	107	11.7	324	3681	KNIX-AF
2. KTAR (N/T)	237/ 8.3	7.9	7.7	8.3	10.3	8.1	246/3552	3290/19.5	18.7	19.7	83	5.3	157	2209	KTAR
3. KMEO-AF (EZ)	211/ 7.4	6.6	9.0	9.7	9.8	8.2	223/2710	2412/14.3	14.7	17.2	68	4.0	146	1573	KMEO-AF
4. KZZP-AF (CHR)	210/ 7.3	9.0	8.9	9.5	10.7	8.7	231/4075	3855/22.9	23.3	25.4	67	10.0	291	4993	KZZP-AF
5. KUPD-F (AOR)	206/ 7.2	7.7	6.5	7.1	7.3	7.1	218/2907	2670/15.9	15.9	14.9	82	9.4	281	2654	KUPD-F
6. KKLT-F (AC)	197/ 6.9	5.5	5.2	6.1	4.6	5.9	213/2866	2522/15.0	14.3	11.4	139	3.7	109	1490	KKLT-F
7. KOY -F (CHR)	137/ 4.8	4.4	4.4	4.8	4.1	4.6	164/3258	2923/17.4	15.8	13.7	79	5.5	164	3510	KOY -F
8. KSLX-AF (AOR)	124/ 4.3	4.5	4.4	3.2	4.2	4.1	131/2003	1874/11.1	11.4	9.5	158	3.9	115	1943	KSLX-AF
9. KKFR-F (CHR)	112/ 3.9	2.6	2.9	2.9	3.3	3.1	132/2217	1973/11.7	11.1	11.0	46	6.7	200	2447	KKFR-F
10. KMLE-F (C)	105/ 3.7	3.3	2.5	0.7	0.4	2.5	107/1670	1568/ 9.3	7.0	1.9	141	4.0	119	1275	KMLE-F
11. KFYI (N/T)	103/ 3.6	3.3	2.6	3.3	4.1	3.2	105/1260	1201/ 7.1	7.1	7.9	83	4.6	138	947	KFYI
12. KDKB-F (AOR)	100/ 3.5	3.4	3.7	3.0	3.9	3.4	110/2418	2182/13.0	12.0	12.1	137	5.0	148	2300	KDKB-F
13. KOOL-F (O)	95/ 3.3	3.0	2.3	4.6	2.8	3.3	101/2078	1913/11.4	10.3	8.7	164	3.9	115	1658	KOOL-F
14. KESZ-F (AC)	76/ 2.7	3.0	3.4	3.4	2.0	3.1	80/1532	1471/ 8.7	8.1	6.6	144	3.5	104	986	KESZ-F
15. KAMJ-F (AC)	66/ 2.3	2.7	2.2	2.8	3.2	2.5	77/1174	1018/ 6.0	7.8	8.4	126	1.0	29	701	KAMJ-F
16. KOY (BB)	64/ 2.2	3.0	2.4	1.0	1.2	2.2	69/1281	1186/ 7.0	8.1	5.0	41	1.0	30	609	KOY
17. KOOL (O)	63/ 2.2	2.2	2.0	2.6	1.7	2.3	69/1105	1001/ 5.9	5.7	3.1	141	1.4	43	657	KOOL
18. KLFF (BB)	52/ 1.8	2.1	1.5	2.0	1.7	1.8	52/738	738/ 4.4	4.3	3.5	28	2.1	62	774	KLFF
19. KONC-F (CL)	41/ 1.4	1.2	1.5	0.9	0.8	1.3	41/614	604/ 3.6	2.6	2.4	36	1.5	46	337	KONC-F
20. KGRX-F (J/NA)	37/ 1.3	1.0	1.6	1.0	1.4	1.2	38/658	602/ 3.6	3.0	4.3	146	1.5	45	646	KGRX-F

12+ FM SHARE (METRO): 74.94% (2016 of 2690) (SUM 88: 73.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF>>	1 KUPD-F>	1 KNIX-AF<	1 KNIX-AF	1 KNIX-AF	1 KNIX-AF	1 KTAR	1 KNIX-AF	1 KNIX-AF	1 KZZP-AF	1 KTAR >>
2 KKFR-F	2 KZZP-AF<	KUPD-F	2 KKLT-F	2 KKLT-F	2 KTAR	2 KNIX-AF	2 KKLT-F	2 KZZP-AF<	2 KNIX-AF	2 KNIX-F>>
3 KOY -F	3 KKLT F	3 KKLT F	3 KSLX-AF	3 KTAR <	3 KMEO-AF>	3 KUPD-F>	3 KMEO-AF	3 KKLT-F	3 KUPD-F<	3 KMEO-F
4	4 KSLX-AF	4 KZZP-AF	4 KUPD-F	4 KSLX-AF	4 KKLT-F	4 KMEO-AF	4 KTAR	4 KMEO-AF<	4 KTAR	4 KUPD-F>>
5	5 KDKB-F<	5 KSLX-AF	5 KOOL-F	5 KUPD-F	5 KFYI >	5 KZZP-AF	5 KUPD-F	5 KTAR	5 KKFR-F	5 KKLT-F>>
6	6 KNIX-AF	6 KDKB-F	6 KMLE-F	6 KOOL-F<	6 KOY	KKLT-F	6 KZZP-AF	6 KUPD-F	6 KMEO-AF<	6 KOY -F
7	7 KOY -F	7 KOY -F<	7 KTAR	7 KMLE-F<	KMLE-F	7 KOY -F	7 KSLX-AF	7 KSLX-AF	7 KOY -F	7 KDKB-F
8	8	8 KMLE-F	KDKB-F	8 KMEO-AF<	8	8	8	KOY -F	KFYI >	8
9	9	9	9	9	9	9	9	9	9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KZZP-AF	1 KZZP-AF	1 KKLT-F	1 KKLT-F<	1 KNIX-AF
KUPD-F>	2 KUPD-F<	2 KNIX-AF	2 KNIX-AF	2 KKLT-F>
3 KKFR-F	3 KKLT-F>	3 KZZP-AF	3 KZZP-AF	3 KZZP-AF
4 KOY -F>	4 KNIX-AF	KESZ-F	4 KUPD-F	4 KESZ-F
5 KKLT-F	5 KOY -F	5 KUPD-F>	5 KOY -F	5 KMEO-AF
6 KAMJ-F>	6 KKFR-F	6 KDKB-F	6 KESZ-F	6 KTAR
7 KDKB-F	7 KDKB-F	KAMJ-F	KAMJ-F	KMLE-F
8	8	8 KSLX-AF	8	8
9	9	KOY -F	9	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>>	1 KUPD-F>	1 KSLX-AF	1 KUPD-F	1 KSLX-AF<
2 KZZP-AF<	2 KSLX-AF>	2 KUPD-F>	2 KSLX-AF	2 KNIX-AF
3 KNIX-AF	3 KDKB-F	3 KDKB-F>	3 KNIX-AF	3 KTAR
4 KKLT-F	4 KKLT-F<	4 KOOL-F	4 KKLT-F	4 KKLT-F
5 KDKB-F	5 KZZP-AF	5 KTAR <	5 KDKB-F	5 KUPD-F<
6 KSLX-AF	6 KNIX-AF	6 KKLT-F>	6 KOOL-F	6 KOOL-F
7 KOY -F	7 KOOL-F	7 KMLE-F	7 KTAR	7 KDKB-F
8 KKFR-F	8	8 KZZP-AF	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMJ	1230	Phoenix	0.4/0.9
KCKY	1150	Coolidge	0.4/1.8
KPHX	1480	Phoenix	0.7/1.3
KSUN	1400	Phoenix	0.4/1.7
KUKQ	1060	Tempe	1.0/2.8
KVVA	860	Phoenix	1.2/2.8
KVVA-F	107.1	Apache Junction	0.3/1.2

AM STATIONS

KASA	1540	10 KW (DAYS,DA)	RELIGION		$ 14.00	(---)	Ostrander-Wilson
KFNN	1510	10 KW (DAYS)	??		$ 25.00	(---)	
KFYI	910	5 KW (DA-N)	NEWS/TALK	CBS	$ 60.00	(Republic)	Broadcast Group
KLFF	1360	5 KW/1 KW (DA-N)	NOSTALGIA	ABC D	$ 33.00	(---)	
KNIX	1580	50 KW (DA-1)	SIMULCAST WITH KNIX-F				
KOOL	960	5 KW (DA-N)	OLDIES		$ 43.00	(HNWH)	Adams
KOY	550	5 KW/1 KW	NOSTALGIA	ABC E, TRNSTR	$ 28.00	(Christal)	Edens
KPHX	1480	1 KW/500 W(DA-2)	HISPANIC	CRC	$ 28.00	(Caballero)	
KRDS	1190	5 KW/250 W(DA-2)	RELIGION		$ 16.00	(---)	
KSUN	1400	1 KW	HISPANIC		$ 25.00	(Caballero)	
KTAR	620	5 KW (DA-N)	NEWS/TALK	ABC I	$ 170.00	(CBS)	Pulitzer
KUKQ	1060	5 KW/500 W(DA-N)	??		$ 36.00	(Banner)	
KVVA	860	1 KW (DA-N)	HISPANIC		$ 35.00	(Lotus)	
KXEG	1010	1 KW/250 W	RELIGION		$ 10.00	(---)	Mid America

FM STATIONS

KAMJ	101.5	100 KW @ 1740	SOFT AC		$ 78.00	(Banner)	EZ
KDKB	93.3	100 KW @ 1480	AOR		$ ---	(Torbet)	Sandusky
KESZ	99.9	100 KW @ 1670	AC		$ 65.00	(Eastman)	
KGRX	100.3	90 KW @ 210	JAZZ/NAC	ABC C	$ 40.00	(Roslin)	First Cities (GLOBE)
KKFR	92.3	100 KW @ 1646	CHR		$ 63.00	(Republic)	Broadcast Group
KKLT	98.7	115 KW @ 1650	AC		$ 80.00	(CBS)	Pulitzer
KMEO	96.9	100 KW @ 1556	BTFL/EZ		$ 103.00	(Group W)	Westinghouse
KMLE	107.9	100 KW @ 1000	COUNTRY		$ 60.00	(Durpetti)	Shamrock (CHANDLER)
KNIX	102.5	100 KW @ 1610	COUNTRY		$ 200.00	(Katz)	Buck Owens
KONC	106.3	3 KW @ 330	CLASSICAL	ABC D	$ 37.00	(---)	(SUN CITY)
KOOL	94.5	100 KW @ 1620	OLDIES		$ 109.00	(HNWH)	Adams
KSLX	100.7	100 KW @ 1847	CLASSIC AOR		$ 85.00	(MMR)	Cook Inlet
KOY	95.5	100 KW @ 1550	CHR		$ 77.00	(Christal)	Edens
KUPD	97.9	100 KW @ 1620	AOR		$ 96.00	(Banner)	
KVVA	107.1	3 KW @ 330	HISPANIC		$ 35.00	(Lotus)	(APPACHE JUNCTION)
KZZP	104.7	100 KW @ 1550	CHR		$ 157.00	(Mc-Guild)	Nationwide

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KLFF, KONC-F (Glendale) sold for $2,300,000.

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

PITTSBURGH

Arbitron Rank/Pop (12+): 18/1,964,400

MSA Rank/Pop: 19/2,100,400
ADI # 16

Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 33/32
Diaries: 2034/699:1/57.3%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.2

1988 Revenue: $48,000,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 61,387
#1 Biller: KDKA $9,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA (MOR)	483/13.6	14.1	12.3	13.4	16.9	13.4	592/7873	6096/31.0	33.7	34.6	65	11.2	403	5645	KDKA
2. WDVE-F (AOR)	331/ 9.3	7.1	7.6	8.0	6.4	8.0	473/5290	3870/19.7	17.2	16.3	116	9.6	346	4954	WDVE-F
3. WBZZ-F (CHR)	330/ 9.3	9.9	8.7	8.4	10.4	9.1	382/5919	4980/25.4	26.1	23.9	111	11.0	396	5805	WBZZ-F
4. WSHH-F (EZ)	272/ 7.6	9.4	11.1	8.2	7.7	9.1	325/3724	2984/15.2	18.4	15.0	62	7.9	282	3005	WSHH-F
5. WWSW-F (O)	236/ 6.6	7.3	5.4	6.1	5.6	6.3	312/4282	3281/16.7	17.4	13.1	156	5.3	192	2612	WWSW-F
6. WAMO-F (B)	219/ 6.1	5.5	5.5	4.6	6.3	5.4	230/2577	2387/12.2	11.3	11.7	108	10.5	377	3116	WAMO-F
7. WMYG-F (AOR)	189/ 5.3	4.4	5.2	3.6	5.5	4.6	210/3231	2867/14.6	11.3	12.0	126	7.3	263	3399	WMYG-F
8. WJAS (BB)	158/ 4.4	3.1	2.8	4.2	2.9	3.6	161/1637	1563/ 8.0	7.2	6.9	23	2.8	102	1166	WJAS
9. WHTX-F (AC)	140/ 3.9	2.6	3.5	4.4	4.7	3.6	155/2599	2318/11.8	10.4	11.4	174	2.8	102	2059	WHTX-F
10. WLTJ-F (AC)	135/ 3.8	4.7	6.1	4.9	4.8	4.9	159/2120	1759/ 9.0	11.4	9.5	166	3.6	131	1267	WLTJ-F
11. WDSY-F (C)	129/ 3.6	4.2	3.9	4.5	3.7	4.1	184/2359	1607/ 8.2	8.9	8.5	125	4.8	172	2480	WDSY-F
12. WTAE (N/T)	104/ 2.9	3.9	3.8	5.0	3.6	3.9	109/2033	1924/ 9.8	12.1	12.2	76	2.9	105	1414	WTAE
13. WNRJ-F (CHR)	87/ 2.4	1.7	1.3	1.9	2.9	1.8	118/2457	1964/10.0	8.8	10.9	75	3.0	106	1954	WNRJ-F
14. KQV (N/T)	70/ 2.0	2.6	2.0	2.2	1.9	2.2	72/1242	1224/ 6.2	9.3	6.8	70	1.3	48	1405	KQV
15. WMXP-F (AC)	69/ 1.9	2.1	2.5	1.7	0.7	2.0	106/1852	1312/ 6.7	7.4	2.4	132	1.3	45	1105	WMXP-F

12+ FM SHARE (METRO): 68.80% (2249 of 3269) (SUM 88: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WDVE-F	1 WDVE-F<	1 KDKA >	1 KDKA >>	1 WDVE-F	1 WDVE-F	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F	2 WBZZ-F	2 WBZZ-F	2 WWSW-F	2 WSHH-F>	2 WDVE-F	2 WBZZ-F<	2 WBZZ-F<	2 WBZZ-F	2 WAMO-F
3 WDVE-F	3 WMYG-F	3 WWSW-F<	3 WWSW-F>	WBZZ-F	3 WJAS <	3 WBZZ-F>	3 KDKA	3 KDKA	3 WDVE-F	3 WDVE-F
4 WNRJ-F	4 WAMO-F>	4 WMYG-F	4 WMYG-F<	4 KDKA	4 WWSW-F>	4 WSHH-F	4 WSHH-F	4 WSHH-F	4 WAMO-F	4 WSHH-F
5 WWSW-F	5 WWSW-F	5 WAMO-F>	5 KDKA	5 WHTX-F<	5 WLTJ-F<	5 WWSW-F	5 WWSW-F	5 WWSW-F	5 WSHH-F	WBZZ-F
6	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WMYG-F<	6 WDSY-F	WHTX-F	6 WAMO-F	6 WAMO-F	6 WWSW-F	6 WTAE
7	7 WNRJ-F	KDKA	7 WAMO-F	7 WAMO-F<	7 WTAE	7 WMYG-F	7 WLTJ-F	7 WMYG-F	7	7
				8 WLTJ-F>	WBZZ-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F
2 WAMO-F<	2 WDVE-F<	2 WDVE-F	2 WDVE-F	2 KDKA <
3 WDVE-F>	3 WAMO-F>	3 WAMO-F	3 WWSW-F	3 WWSW-F
4 WNRJ-F	4 WMYG-F	4 WWSW-F	WAMO-F	4 WHTX-F<
WMYG-F>	5 WWSW-F	5 WHTX-F<	5 WHTX-F	5 WLTJ-F
6	6 WHTX-F	6 WMYG-F	6 WLTJ-F	6 WDVE-F
7	7 WMXP-F	7 WMXP-F	7 KDKA	7 WSHH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 WDVE-F
2 WMYG-F>	2 WMYG-F>	2 WMYG-F>	2 WMYG-F	2 WWSW-F
3 WAMO-F	3 WBZZ-F	3 WBZZ-F	3 WBZZ-F<	3 WMYG-F
4 WBZZ-F>>	4 WAMO-F	4 WAMO-F>	4 WWSW-F	4 WBZZ-F
5 WNRJ-F	5	5 WHTX-F	5 WAMO-F>	5 KDKA >
6	6	6	6 KDKA	6 WAMO-F<
7	7		7 WHTX-F	7 WDSY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	0.5/1.7
WASP	1130	Brownsville	0.5/1.1
WBVP	1230	Beaver Falls	0.7/0.0
WEDO	810	McKeesport	0.3/1.8
WEEP	1080	Pittsburgh	0.3/1.8
WELA-F	104.3	E Liverpl/Pitts	0.4/1.0
WESA-F	98.3	Charleroi	0.3/1.7
WHJB	620	Greensburg	0.6/1.9
WLSW-F	103.9	Scottsdale	0.7/1.6
WMBS	590	Uniontown	1.3/2.6
WPIT	730	Pittsburgh	0.4/1.6
WPIT-F	101.5	Pittsburgh	0.9/3.1
WPQR-F	99.3	Uniontown	0.3/0.7
WWCS	540	Canonsburg	0.3/0.9
WWKS-F	106.7	Beaver Falls	0.3/1.6
WWSW	970	Pittsburgh	0.6/3.4
WXVX	1510	Monroeville	0.3/0.5
WOVK-F	98.7	Wheeling	0.3/0.5

AM STATIONS

KDKA	1020	50 KW	MOR	NBC	$ 180.00	(Group W)	Westinghouse
KQV	1410	5 KW (DA-2)	NEWS	CBS, US 2	$ 40.00	(Roslin	
WEEP	1080	50 KW (DAYS, DA)	COUNTRY	US 2	$ N/A	(Republic)	Entercom
WJAS	1320	5 KW (DA-N)	NOSTALGIA	UPI, CNN	$ 44.00	(Eastman)	Renda
WMBS	590	1 KW (DA-N)	MOR	CBS	$ 14.00	(Regional)	(UNIONTOWN)
WPIT	730	5 KW/24 W	RELIGION		$ N/A	(---)	Pyramid
WTAE	1250	5 KW (DA-N)	NEWS/TALK	ABC E, US 2	$ 65.00	(Katz)	Hearst
WWSW	970	5 KW (DA-2)	OLDIES	ABC I, ABC D	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO	105.9	72 KW @ 420	BLACK	SBN	$ 56.00	(HNWH)	Sheridan
WBZZ	93.7	41 KW @ 547	CHR		$ 144.00	(Banner)	EZ
WDSY	107.9	50 KW @ 500	COUNTRY	US 1	$ 59.00	(Republic)	Entercom
WDVE	102.5	55 KW @ 820	AOR	SOURCE	$ 104.00	(Christal)	Great American
WHTX	96.1	50 KW @ 500	AC	ABC E	$ 97.00	(Katz)	Hearst
WLTJ	92.9	47 KW @ 890	SOFT AC		$ 53.00	(Durpetti)	
WMXP	100.7	20 KW @ 500	AC		$ 40.00	(HNWH)	Signature
WMYG	96.9	45 KW @ 162	CLASSIC AOR		$ 60.00	(MMR)	
WNRJ	104.7	50 KW @ 500	CHR	ABC F	$ 40.00	(Roslin)	
WPIT	98.5	48 KW @ 510	RELIGION		$ N/A	(---)	Pyramid
WSHH	99.7	11 KW @ 930	BTFL/EZ	UPI	$ 75.00	(Eastman)	Renda
WWSW	94.5	50 KW @ 800	OLDIES	ABC D	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES

WYDD-F changes calls to WNRJ
(May)

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary
AC	Adult Contemporary
O	Oldies (1955 to near 1988)
B	Black (audience predominantly Black - over 75%)
U	Urban (majority of audience is non-white although a large segment is white)
EZ	EZ listening, Beautiful Music
AOR	Album Oriented Rock, also includes Classic Rock
CL	Classical
C	Country
T	Talk
N	News
SP	Hispanic/Spanish
BB	Big Band, Nostalgia
M	Middle of Road (MOR), Full Service, Variety
J/NA	Jazz and New Age
R	Religion, Christian, Christian Music
G	Gospel
E	Ethnic
?	Others or Unknown

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,334,200
MSA Rank/Pop: 42/1,174,100
ADI # 11
Average Person Ratings: 15.4
Market TSL: 20.75 hours

Stations: 24/24
Diaries: 1452/919:1/48.7%
Sample Target: 1420
% Below Line: 0.0
% Not Listed: 13.0

1988 Revenue: $43,800,000
HH Inc.: $32,454
Retail $: 10.0 Bil
Pop per Station: 55,591
#1 Biller: KINK-F $5,800,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	190/ 9.2	8.9	8.5	8.2	9.3	8.7	201/3046	2805/21.0	22.2	22.6	60	12.2	262	3091	KKRZ-F
2. KKCW-F (AC)	179/ 8.7	8.6	9.5	6.6	6.0	8.4	198/2605	2245/16.8	18.9	13.4	139	7.1	[illegible]53	2260	KKCW-F
3. KXYQ-F (CHR)	144/ 7.0	6.2	6.2	7.3	8.0	6.7	211/3000	2297/17.2	15.3	16.8	66	8.7	187	2814	KXYQ-F
4. KGON-F (AOR)	133/ 6.5	6.3	6.0	4.6	5.0	5.8	139/1981	1793/13.4	12.1	12.1	120	9.7	209	1763	KGON-F
5. KXL -F (EZ)	127/ 6.2	4.9	7.0	7.7	5.7	6.4	156/1768	1469/11.0	10.7	12.3	53	3.1	66	994	KXL -F
KUPL-F (C)	127/ 6.2	6.5	6.5	5.2	8.1	6.1	158/1856	1508/11.3	10.3	10.7	90	6.3	135	1681	KUPL-F
7. KXL (N/T)	124/ 6.0	6.3	6.5	6.2	7.3	6.3	136/1992	1664/12.5	14.4	14.6	75	6.1	132	1278	KXL
8. KEX (MOR)	114/ 5.5	7.5	4.7	5.5	5.7	5.8	119/2096	1907/14.3	15.7	13.1	111	6.1	131	1654	KEX
9. KINK-F (AOR)	83/ 4.0	6.8	6.4	7.1	7.2	6.1	107/1844	1578/11.8	15.2	14.0	152	5.5	119	2023	KINK-F
10. KKSN-F (O)	81/ 3.9	4.0	3.9	3.4	3.9	3.8	98/1818	1504/11.3	9.8	10.1	149	3.9	84	1032	KKSN-F
11. KMJK-F (AOR)	76/ 3.7	3.8	3.5	4.3	5.2	3.8	101/1619	1326/ 9.9	9.0	10.4	138	4.9	106	1719	KMJK-F
12. KWJJ-F (C)	75/ 3.6	2.9	3.4	1.6	2.3	2.9	102/1444	1090/ 8.2	7.1	6.6	103	3.1	66	932	KWJJ-F
13. KKSN (BB)	54/ 2.6	2.4	1.6	0.3	0.7	1.7	56/744	715/ 5.4	5.7	2.0	77	2.2	47	528	KKSN
14. KKCY-F (J/NA)	46/ 2.2	1.7	2.7	3.6	3.8	2.5	47/838	777/ 5.8	5.0	8.7	168	1.7	37	693	KKCY-F
15. KWJJ (C)	38/ 1.8	2.0	1.2	0.9	0.9	1.5	41/699	596/ 4.5	5.0	3.4	94	0.6	12	397	KWJJ
16. KGW (T)	35/ 1.7	2.0	2.7	2.1	1.8	2.1	44/1159	933/ 7.0	7.7	8.7	118	1.6	35	1076	KGW
17. KZRC (AOR)	34/ 1.7	1.0	2.0	2.6	----	1.8	34/210	195/ 1.5	1.9	0.0	76	1.3	27	364	KZRC
18. KPDQ-F (REL)	31/ 1.5	1.8	2.1	2.2	1.5	1.9	39/759	650/ 4.9	4.6	5.2	107	2.3	50	698	KPDQ-F
19. KYTE (CL)	28/ 1.4	1.0	1.1	3.4	3.7	1.7	31/454	409/ 3.1	3.0	6.7	57	0.7	14	331	KYTE
20. KUPL (C)	23/ 1.1	0.8	1.0	1.0	1.3	1.0	23/358	353/ 2.6	2.7	3.2	27	0.3	7	291	KUPL

12+ FM SHARE (METRO): 72.26% (1292 of 1788) (SUM 88: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKCW-F	1 KKCW-F>	1 KKCW-F>	1 KKCW-F>	1 KXL -F	1 KKCW-F	1 KKCW-F	1 KKCW-F	1 KKRZ-F>	1 KXL
2 KXYQ-F>>	2 KGON-F<	2 KGON-F	2 KGON-F	2 KGON-F	2 KXL	2 KEX <	2 KKRZ-F	2 KKRZ-F	2 KXYQ-F	2 KKCW-F
3	3 KKRZ-F<	3 KKRZ-F	3 KINK-F<	3 KINK-F	3 KUPL-F<	3 KXL	3 KXYQ-F<	3 KGON-F	3 KXL <	3 KUPL-F
4	4 KXYQ-F>>	4 KXYQ-F>	4 KKSN-F	KEX <	4 KEX	4 KKRZ-F	4 KGON-F	4 KXYQ-F	4 KXL -F<	4 KEX
5	5 KMJK-F	5 KINK-F	5 KKRZ-F<	5 KKSN-F<	5 KKCW-F	5 KUPL-F	5 KUPL-F<	5 KXL -F<	5 KGON-F	5 KKRZ-F<
6	6 KINK-F	6 KMJK-F	6 KMJK-F<	6 KUPL-F<	6 KKSN-F>	6 KXYQ-F<	6 KXL -F	6 KUPL-F	6 KKCW-F	6 KGON-F
7	7	KKSN-F<	7 KEX <	7 KKRZ-F	7	7 KGON-F<	7 KXL	7 KEX	7 KUPL-F	7 KXYQ-F
	8	8	8 KUPL-F	8	8	8 KXL -F	8	8	KEX	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F	1 KKCW-F	1 KKCW-F>>	1 KKCW-F>	1 KKCW-F>>	1 KXYQ-F	1 KGON-F>	1 KGON-F>	1 KGON-F>	1 KGON-F<
2 KXYQ-F<	2 KKRZ-F	2 KKRZ-F	2 KKRZ-F	2 KUPL-F<	2 KGON-F	2 KXYQ-F	2 KKCW-F	2 KKCW-F	2 KKCW-F>
3 KKCW-F>>	3 KXYQ-F>	3 KXYQ-F	3 KXYQ-F	3 KEX	3 KKRZ-F	3 KKRZ-F	3 KKRZ-F<	3 KXYQ-F	3 KXL
4 KINK-F	4 KGON-F<	4 KGON-F	4 KUPL-F	4 KKRZ-F	4 KZRC >>	4 KKCW-F	4 KMJK-F	4 KKRZ-F	4 KINK-F<
5 KGON-F	5 KINK-F	5 KINK-F	KINK-F	KINK-F	5 KMJK-F	5 KZRC	5 KINK-F	5 KMJK-F	5 KKSN-F<
6 KWJJ-F	6 KWJJ-F	6 KMJK-F	6 KGON-F	6 KKSN-F	6 KKCW-F>	6 KMJK-F>	6 KXYQ-F	6 KINK-F<	6 KMJK-F
7 KUPL-F	7 KMJK-F	7	7	7	7	7 KINK-F	7 KEX	7 KKSN-F	7 KEX

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver/Prtln	0.6/1.3
KFXX	1520	Oregon City	0.6/2.1
KPDQ	800	Portland	0.6/2.6
KYKN	1430	Keizer/Salem	0.5/1.0

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR	ABC I	$ 85.00	(Katz)	Great American
KGW	620	5 KW (DA-N)	TALK	APR	$ 70.00	(MMR)	King
KKEY	1150	5 KW (DAYS, DA)	TALK	MBS	$	(---)	
KKSN	910	5 KW (DA-2)	NOSTALGIA	US 2	$ 30.00	(Eastman)	Heritage
KKUL	1410	5 KW (DAYS)	??		$ 22.00	(---)	
KPDQ	800	1 KW (DAYS,DA)	RELIGION		$ 25.00	(---)	
KFXX	1520	50 KW/10KW (DA-1)	CHR/AOR	CNN, TRNSTR	$ 30.00	(HNWH)	Ackerly
KUPL	1330	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F				
KWJJ	1080	50 KW/10KW (DA-N)	COUNTRY	ABC E	$ 34.00	(Republic)	Park
KXL	750	50 KW/20KW (DA-1)	NEWS/TALK	NBC	$ 73.00	(Mc-Guild)	Alexander
KYTE	970	5 KW (DA-N)	CLASSICAL		$ 35.00	(Christal)	Henry
KZRC	1010	5 KW/500W (DA-N)	AOR	SMN	$ 26.00	(Banner)	

FM STATIONS

KGON	92.3	100 KW @ 920	AOR		$ 92.00	(HNWH)	Ackerly
KINK	101.9	100 KW @ 1611	AOR		$ 120.00	(MMR)	Kink
KKCW	103.3	100 KW @ 1654	AC		$ 99.00	(Durpetti)	Trumper
KKCY	101.1	100 KW @ 1635	JAZZ/NAC		$ 50.00	(Christal)	Henry
KKRZ	100.3	100 KW @ 1435	CHR	ABC F	$ 95.00	(Katz)	Great American
KKSN	97.1	100 KW @ 1266	OLDIES	US 2	$ 63.00	(Eastman)	Heritage
KMJK	106.7	94 KW @ 877	CLASSIC AOR	NBC, SOURCE	$ 56.00	(Christal)	Fairmont
KPDQ	93.7	100 KW @ 930	RELIGION		$ 24.00	(---)	
KUPL	98.5	100 KW @ 1100	COUNTRY	APR	$ 70.00	(Banner)	Scripps-Howard
KWJJ	99.5	100 KW @ 920	COUNTRY	ABC E	$ 47.00	(Republic)	Park
KXL	95.5	100 KW @ 990	BTFL/EZ		$ 60.00	(Mc-Guild)	Alexander
KXYQ	105.1	100 KW @ 1099	CHR	ABC C	$ 61.00	(Banner)	First Cities (SALEM)

CALL LETTER CHANGES

FORMAT CHANGES

KFXX-F changed to CHR/AOR in August

STATION SALES

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,259,400

MSA Rank/Pop: 58/904,800
ADI # 43
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 40/39
Diaries: 1475/853:1/48.7%
Sample Target: 1370
% Below Line: 14.1
% Not Listed: 9.2

1988 Revenue: $9,800,000
HH Inc.: $38,647
Retail $: 3.2 Bil
Pop per Station: 32,292
#1 Biller: WPRO-F $3,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	302/13.0	12.8	11.3	12.8	14.3	12.5	314/4034	3880/30.8	31.2	33.0	110	14.0	346	4145	WPRO-F
2. WLKW-F (EZ)	245/10.6	9.5	9.5	8.9	8.0	9.6	254/2553	2373/18.8	16.8	17.4	46	8.4	208	1642	WLKW-F
3. WHJY-F (AOR)	213/ 9.2	9.8	8.1	8.4	8.2	8.9	249/3006	2422/19.2	19.3	18.8	75	11.9	296	2940	WHJY-F
4. WWLI-F (AC)	157/ 6.8	6.4	7.1	6.1	6.1	6.6	180/2333	1995/15.8	13.9	12.4	159	4.7	116	1391	WWLI-F
5. WSNE-F (AC)	119/ 5.1	4.3	6.1	6.1	4.0	5.4	125/1948	1847/14.7	13.0	12.4	143	4.3	107	1822	WSNE-F
6. WPRO (N/T)	115/ 5.0	5.0	6.3	3.6	4.8	5.0	117/1893	1859/14.8	15.6	15.9	86	4.3	107	1871	WPRO
7. WHJJ (N/T)	92/ 4.0	5.3	7.6	5.3	6.9	5.6	93/1291	1260/10.0	12.0	10.5	63	4.2	103	1313	WHJJ
8. WWRX-F (AOR)	78/ 3.4	1.9	2.3	2.3	2.6	2.5	115/1769	1122/ 8.9	6.5	7.9	132	3.9	96	1333	WWRX-F
9. WWKX-F (B)	70/ 3.0	4.4	2.2	1.8	2.3	2.8	70/902	902/ 7.2	8.8	4.2	50	6.1	151	1840	WWKX-F
10. WBRU-F (AOR)	63/ 2.7	2.9	2.9	2.8	3.8	2.8	65/1351	1265/10.0	9.1	10.9	111	2.8	70	1312	WBRU-F
11. WODS-F (AC)	55/ 2.4	3.9	2.6	2.3	4.0	2.8	120/1860	1022/ 8.1	9.9	8.0	187	2.3	56	1137	WODS-F
12. WPLM-F (BB)	54/ 2.3	1.4	1.5	1.8	1.1	1.8	92/1460	713/ 5.7	3.7	3.6	26	1.6	40	604	WPLM-F
13. WFHN-F (CHR)	53/ 2.3	1.2	----	----	----	0.9	58/553	502/ 4.0	3.0	0.0	126	2.5	61	609	WFHN-F
WCTK-F (AC)	53/ 2.3	2.1	2.4	3.0	1.7	2.5	58/1014	851/ 6.8	6.8	6.0	157				WCTK-F
15. WHIM (?)	51/ 2.2	2.2	2.2	2.6	1.9	2.3	52/596	563/ 4.5	4.5	2.8	132	2.0	50	536	WHIM

12+ FM SHARE (METRO): 78.35% (1650 of 2106) (SUM 88: 70.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WLKW-F>	1 WPRO-F	1 WPRO-F	1 WPRO-F>	1 WPRO-F	1 WHJJ >>
2 WHJY-F>	2 WPRO-F>	2 WHJY-F>	2 WWLI-F	2 WWLI-F>	2 WWLI-F	2 WLKW-F	2 WLKW-F	2 WLKW-F	2 WHJY-F>	2 WPRO
3 WWKX-F	3 WSNE-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WPRO	3 WHJY-F	3 WHJY-F	3 WHJY-F>	3 WPRO	WHJY-F
4	4 WWRX-F>	WSNE-F>	4 WHJY-F>	4 WHJY-F>	4 WPRO-F	4 WPRO	4 WWLI-F>	4 WWLI-F	4 WPLM-F<	4 WLKW-F
5	5 WBRU-F	5 WWRX-F	5 WODS-F	5 WLKW-F	5 WHJJ	5 WWLI-F	5 WSNE-F	5 WSNE-F	5 WLKW-F	5 WPRO-F
6	6 WWKX-F	6	WWRX-F	6 WODS-F	6	6 WSNE-F	6	6 WHJJ	6	6 WBZ >
7	7	7	7	WWRX-F	7	WHJJ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>	1 WPRO-F>	1 WPRO-F	1 WPRO-F>	1 WPRO-F
2 WHJY-F>	2 WSNE-F	2 WSNE-F>	2 WWLI-F	2 WWLI-F>
3 WWKX-F	3 WHJY-F>	3 WWLI-F>	3 WSNE-F>	3 WSNE-F>
4 WSNE-F>	4 WWLI-F	4 WHJY-F	4 WHJY-F	4 WLKW-F
5 WBRU-F	WWKX-F	WFHN-F	5	5
6	6 WBRU-F	6 WWRX-F	6	6
	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WPRO-F
2 WWRX-F>	2 WWRX-F<	2 WPRO-F	2 WPRO-F>	2 WHJY-F>
3 WZLX-F	3 WPRO-F>	3 WWRX-F	3 WWRX-F	3 WWLI-F
WPRO-F	4 WSNE-F	4 WBRU-F>	4 WSNE-F	4 WWRX-F
5 WWKX-F	WBRU-F<	5 WAAF-F	5 WWLI-F	5 WODS-F<
WSNE-F>	6 WZLX-F	WSNE-F	6	6 WSNE-F
7	7	7	7	WPRO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	0.3/0.6
WALE	1400	Fall River	0.6/1.3
WARA	1320	Attleboro	0.4/1.1
WARV	1590	Warwick	0.5/0.9
WBSM	1420	New Bedford	0.8/1.9
WERI	1230	Westerly	0.3/1.0
WHTB	1400	Fall River	0.5/1.6
WICE	550	Pawtucket/Prov	0.5/1.6
WJFD-F	97.3	New Bedford	0.3/0.9
WNBH	1340	New Bedford	0.4/2.0
WNRI	1380	Woonsocket	0.5/1.0
WOTB-F	100.3	Middletown/Prov	0.6/2.2
WPEP	1570	Taunton	0.6/1.0
WWAZ	790	Providence	0.9/3.2
WAAF-F	107.3	Worcester/Bstn	1.1/3.3
WBCN-F	104.1	Boston	0.8/2.9
WBZ	1030	Boston	1.3/3.5
WCRB-F	102.5	Waltham/Boston	0.5/2.1
WHDH	850	Boston	0.6/1.8
WJIB-F	96.9	Boston	0.5/2.5
WRKO	680	Boston	0.5/1.1
WVBF-F	105.7	Framington	0.6/1.7
WXKS-F	107.9	Medford/Boston	1.3/4.4
WZLX-F	100.7	Boston	1.6/3.3
WZOU-F	94.5	Boston	0.8/4.3

RADIO STATIONS

WHIM,	1110,	5 KW (DAYS)	, COUNTRY	CBS,	$ 24.00 (Durpetti)	
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	ABC I,	$ 51.00 (Katz)	Merv Griffin
WPRO,	630,	5 KW (DA-N)	, TALK	ABC I,	$ 75.00 (Banner)	Cap Cities/ABC
WBRU-F,	95.5,	20 KW @ 440,	AOR	APR,	$ 42.00 (MMR)	
WHJY-F,	94.1,	50 KW @ 415,	AOR	ABC R,	$ 95.00 (Katz)	Merv Griffin
WLKW-F,	101.5,	50 KW @ 500,	BTFL/EZ	,	$ 74.00 (Christal)	Wilkes-Schwartz
WMYS-F,	98.1,	47 KW @ 470,	COUNTRY	,	$ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F,	92.3,	39 KW @ 550,	CHR	ABC C,	$107.00 (Banner)	Cap Cities/ABC
WSNE-F,	93.3,	30 KW @ 590,	AC	,	$ 65.00 (Eastman)	Beck-Ross
WWKX-F,	106.3,	3 KW @ 196,	BLACK	,	$ 35.00 (Republic)	
WWLI-F,	105.1,	50 KW @ 500,	SOFT AC	,	$ 72.00 (Mc-Guild)	
WWRX-F,	103.7,	50 KW @ 500,	CLASSIC AOR	ABC R,	$ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

RALEIGH

Arbitron Rank/Pop (12+): 60/575,000

MSA Rank/Pop: 70/679,000
ADI # 34
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 27/22
Diaries: 910/632:1/50.9%
Sample Target: 890
% Below Line: 4.3
% Not Listed: 14.2

1988 Revenue: $27,200,000
HH Inc.: $34,512
Retail $: 4.7 Bil
Pop per Station: 26,136
#1 Biller: WRAL-F $4,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPTF (N/T)	88/ 8.9	7.8	8.1	7.9	9.0	8.2	131/1740	944/16.4	16.4	17.8	65	6.7	76	915	WPTF
2. WRDU-F (AOR)	86/ 8.7	10.1	7.4	10.5	10.9	9.2	159/1875	1021/17.8	20.1	19.6	105	12.6	144	1451	WRDU-F
3. WQOK-F (B)	74/ 7.5	7.2	7.2	8.2	7.1	7.5	145/1436	807/14.0	14.3	13.9	75	11.5	131	1181	WQOK-F
4. WDCG-F (CHR)	70/ 7.1	8.1	9.0	8.5	10.3	8.2	159/2462	1107/19.3	21.2	23.5	49	9.3	106	1177	WDCG-F
5. WZZU-F (CHR)	64/ 6.5	3.0	2.7	2.8	2.4	3.8	118/1891	798/13.9	11.5	11.2	51	4.7	53	900	WZZU-F
6. WQDR-F (C)	61/ 6.2	6.4	9.3	8.8	6.0	7.7	168/2149	718/12.5	12.6	10.7	144	6.0	68	639	WQDR-F
7. WRAL-F (AC)	59/ 6.0	8.1	7.3	6.8	7.5	7.1	180/2654	995/17.3	18.9	17.4	152	6.1	69	896	WRAL-F
8. WTRG-F (O)	55/ 5.6	5.5	2.6	2.3	2.5	4.0	154/2464	900/15.7	15.5	10.0	159	5.8	66	815	WTRG-F
WFXC-F (B)	55/ 5.6	5.8	9.2	5.5	6.1	6.5	59/935	759/13.2	15.0	11.4	100	7.9	90	853	WFXC-F
10. WLLE (B)	42/ 4.3	1.7	2.5	1.2	2.1	2.4	45/456	393/ 6.8	4.6	6.7	67	1.0	11	255	WLLE
11. WDUR (B)	30/ 3.0	3.4	1.8	2.7	2.1	2.7	32/312	272/ 4.7	5.4	3.0	143	2.1	24	238	WDUR
12. WYLT-F (AC)	24/ 2.4	3.6	4.7	4.6	5.7	3.8	47/862	398/ 6.9	10.9	13.8	154	2.6	30	398	WYLT-F
13. WNND-F (J/NA)	22/ 2.2	1.8	1.4	1.4	0.9	1.7	22/380	339/ 5.9	4.6	2.7	177	2.1	24	229	WNND-F
14. WPCM-F (C)	19/ 1.9	1.1	0.5	1.4	2.4	1.2	81/1215	314/ 5.5	4.8	4.9	74	1.2	14	181	WPCM-F
15. WDNC (BB)	14/ 1.4	1.8	2.9	2.2	2.6	2.1	18/364	297/ 5.2	6.1	5.8	43	1.5	17	266	WDNC

12+ FM SHARE (METRO): 72.34% (612 of 846) (SUM 88: 74.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQOK-F>>	1 WRDU-F	1 WRDU-F	1 WRDU-F<	1 WRDU-F	1 WPTF >	1 WPTF >	1 WRDU-F	1 WDCG-F	1 WQOK-F	1 WPTF >>
2 WDCG-F>	2 WZZU-F	2 WZZU-F	2 WTRG-F	WRAL-F<	2 WQDR-F>	2 WRDU-F	2 WPTF	2 WRDU-F	2 WDCG-F	2 WQDR-F
3 WLLE >	3 WDCG-F	3 WDCG-F	3 WRAL-F	3 WTRG-F	3 WTRG-F	3 WRAL-F>	3 WDCG-F	WPTF	3 WZZU-F	3 WQOK-F>
4 WZZU-F	4 WQOK-F	4 WQOK-F<	4 WQDR-F	WQDR-F>	WRAL-F	4 WQDR-F<	4 WZZU-F	4 WQOK-F	WFXC-F	4 WFXC-F
WRDU-F	5 WFXC-F	5 WTRG-F	5 WQOK-F	5 WPTF <	5 WLLE	5 WDCG-F<	5 WTRG-F<	WQDR-F	5 WPTF	5 WTRG-F
WFXC-F	6	6 WFXC-F<	WFXC-F	6 WQOK-F	WDUR	6 WQOK-F	6 WRAL-F	6 WZZU-F<	6 WRDU-F>	6 WRAL-F
7	7	7 WRAL-F	7	WFXC-F	7	7	WQOK-F<	7 WTRG-F	7	7 WDCG-F>
							8 WQDR-F	WRAL-F>>		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WDCG-F>>	1 WDCG-F>	1 WRDU-F	1 WDCG-F	1 WRAL-F
2 WFXC-F	2 WRDU-F	WRAL-F	2 WRAL-F	2 WTRG-F
3 WQOK-F	WQOK-F	3 WQOK-F	3 WTRG-F	3 WQDR-F
4 WRDU-F	WFXC-F	4 WTRG-F	4 WFXC-F	4 WDUR
5 WZZU-F>	5 WRAL-F	5 WFXC-F	5 WRDU-F	5 WRDU-F
6	6 WZZU-F	6 WDCG-F	WQOK-F	WFXC-F
7	7 WTRG-F	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZU-F>>	1 WRDU-F	1 WRDU-F>>	1 WRDU-F	1 WRDU-F
2 WRDU-F	2 WZZU-F>	2 WFXC-F>	2 WZZU-F>	2 WQDR-F
3 WDCG-F	3 WQOK-F	3 WQOK-F	3 WQOK-F	3 WTRG-F
4 WQOK-F>	4 WFXC-F	4 WTRG-F	4 WTRG-F	4 WPTF
5 WFXC-F>>	5 WDCG-F	WQDR-F	WQDR-F	5 WRAL-F
6	6	6 WZZU-F	6 WFXC-F	6 WQOK-F
7	7	WRAL-F	7 WDCG-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	NewHope/Raleig	1.2/1.9	WKRR-F	92.3	Ashboro/Greens	1.0/4.2
WCHL	1360	Chapel Hill	0.5/1.6	WKTC-F	96.9	Taraboro/Rocky Mt	0.4/1.4
WCLY	1550	Raleigh	0.7/1.6	WMAG-F	99.5	High Point	2.4/1.6
WKIX	850	Raleigh	1.2/3.4	WQMG-F	97.1	Greensboro	0.5/2.0
WPJL	1240	Raleigh	0.3/1.0				
WSRC	1410	Durham	0.6/2.6				
WTIK	1310	Durham	0.3/1.3				
WYRN	1480	Louisburg	1.2/1.8				

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS, $ 25.00 (Republic)	
WDUR, 1490, 1 KW , GOSPEL	ABC R, NBN, $ 17.00 (Eastman)	Pinnacle
WKIX, 850, 10 KW/5 KW (DA-N) , OLDIES	MBS, $ 20.00 (Christal)	Universal
WLLE, 570, 500 W/55 W , BLACK	SBN, $ 18.00 (---)	
WPTF, 680, 50 KW (DA-N) , MOR/TALK	ABC I, NBC, $ 73.00 (Mc-Guild)	Durham Life
WSRC, 1410, 5 KW (DA-2) , BLACK	NBN, $ 15.00 (Savalli)	Willis

WDCG-F, 95.1, 99 KW @ 1016, CHR	ABC F, $ 65.00 (Republic)	
WFXC-F, 107.1, 3 KW @ 300, BLACK	IND, $ 41.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 300, JAZZ/NAC	NBC, $ 23.00 (---)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1025, COUNTRY	ABC E, $ 62.00 (Mc-Guild)	Durham Life
WQOK-F, 97.5, 100 KW @ 1020, BLACK	ABC C, $ 40.00 (HNWH)	Ragan Henry (S.BOSTON, VA)

WRAL-F, 101.5, 97 KW @ 1900, AC	IND, $ 103.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, $ 88.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1950, OLDIES	IND, $ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)

WYLT-F, 96.1, 98 KW @ 930, SOFT AC	IND, $ 50.00 (Christal)	Universal
WZZU-F, 93.9, 100 KW @ 1280, CHR	IND, $ 47.00 (Torbet)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 54/700,200
MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 20/18
Diaries: 1039/674:1/55.0%
Sample Target: 1020
% Below Line: 0.8
% Not Listed: 13.1

1988 Revenue: $25,500,000
HH Inc.: $33,611
Retail $: 6.6 Bil
Pop per Station: 38,900
#1 Biller: WRVA $5,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	145/12.2	9.4	11.7	13.0	14.2	11.6	191/2564	1915/27.3	25.2	29.5	100	11.6	160	2366	WRVQ-F
2. WRVA	(MOR)	136/11.4	14.7	15.9	12.3	11.7	13.6	146/1881	1716/24.5	26.1	23.4	77	9.4	130	1683	WRVA
3. WCDX-F	(B)	121/10.2	11.1	7.9	10.4	9.2	9.9	151/1326	1163/16.6	17.4	14.3	98	11.9	164	1531	WCDX-F
4. WRXL-F	(AOR)	115/ 9.7	9.9	11.6	11.2	13.9	10.6	128/1553	1357/19.4	20.9	22.6	103	13.8	191	1679	WRXL-F
5. WMXB-F	(AC)	95/ 8.0	8.3	6.7	7.9	8.7	7.7	99/1463	1260/18.0	19.0	21.2	148	4.3	60	982	WMXB-F
6. WKHK-F	(C)	89/ 7.5	9.3	5.3	6.0	3.3	7.0	113/1215	929/13.3	15.0	6.9	120	12.0	165	1274	WKHK-F
7. WPLZ-F	(B)	86/ 7.2	7.8	7.8	8.2	7.7	7.8	92/1068	893/12.8	16.1	18.0	117	8.3	115	1052	WPLZ-F
8. WTVR-F	(EZ)	79/ 6.6	5.4	8.1	4.6	5.2	6.2	89/1107	998/14.3	12.0	12.7	65	5.6	77	1111	WTVR-F
9. WVGO-F	(EZ)	36/ 3.0	5.4	8.1	4.6	5.2	5.3	43/1050	868/12.4	12.0	12.7	127				WVGO-F
10. WFTH	(REL)	29/ 2.4	1.4	1.1	1.1	1.1	1.5	30/204	193/ 2.8	2.1	2.1	100	1.3	18	184	WFTH
11. WGCV	(REL)	20/ 1.7	1.1	1.1	1.3	0.6	1.3	21/260	235/ 3.4	2.3	2.7	106	0.6	8	105	WGCV
WANT	(B)	20/ 1.7	1.0	1.2	1.3	1.2	1.3	20/336	336/ 4.2	4.2	5.2	88	1.0	14	291	WANT
13. WRNL	(AC)	14/ 1.2	0.9	1.8	0.7	1.3	1.1	16/367	320/ 4.6	5.5	4.3	108	1.0	14	228	WRNL
14. WQSF-F	(EZ)	12/ 1.0	1.3	2.6	3.3	4.2	2.0	19/506	382/ 5.5	5.2	8.5	150	0.7	10	214	WQSF-F

12+ FM SHARE (METRO): 77.25% (798 of 1033) (SUM 88: 75.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F	1 WRXL-F	1 WRVQ-F	1 WRVQ-F<	1 WRVA >>	1 WRVA >	1 WRXL-F	1 WRVQ-F	1 WCDX-F	1 WCDX-F>>
2 WCDX-F>	2 WCDX-F>	2 WRVQ-F<	2 WRXL-F<	2 WMXB-F	2 WKHK-F<	2 WRVQ-F>	2 WRVQ-F<	2 WCDX-F<	2 WRVQ-F	2 WRVA
3 WPLZ-F	3 WRVQ-F	3 WCDX-F>	3 WCDX-F<	3 WRXL-F	3 WTVR-F>	3 WRXL-F	3 WMXB-F	3 WRXL-F	3 WRVA	3 WRVQ-F
4	4 WMXB-F>	4 WPLZ-F<	4 WMXB-F	WCDX-F	4 WRVQ-F	4 WCDX-F<	4 WCDX-F	4 WMXB-F	4 WPLZ-F>	4 WKHK-F>>
5	5 WPLZ-F	5 WMXB-F	5 WPLZ-F	5 WKHK-F<	5 WMXB-F	5 WKHK-F	5 WTVR-F<	5 WRVA <	5 WRXL-F<	5
6	6	6	6 WKHK-F	6 WRVA	6 WPLZ-F	6 WMXB-F>>	6 WRVA >>	6 WKHK-F	6 WKHK-F	6
7	7	7	7	7 WPLZ-F>	7	7	7	WPLZ-F	WTVR-F	7
								8 WTVR-F>		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F>>	1 WCDX-F>	1 WRVQ-F	1 WRVQ-F<	1 WRVQ-F	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F
2 WRXL-F	2 WRXL-F	WCDX-F	2 WCDX-F>	2 WMXB-F	2 WPLZ-F>>	2 WCDX-F	2 WCDX-F	2 WPLZ-F<	2 WMXB-F
3 WRVQ-F>>	WRVQ-F>	3 WRXL-F	3 WMXB-F<	3 WRVA <	3 WRVQ-F	3 WPLZ-F	3 WMXB-F>	3 WRVQ-F<	3 WCDX-F
4 WMXB-F	4 WMXB-F	4 WMXB-F>>	4 WRXL-F	4 WKHK-F	4 WFTH >	4 WRVQ-F	4 WRVQ-F>	4 WCDX-F>	4 WRVQ-F
5 WVGO-F>	5	5 WPLZ-F>	5 WPLZ-F	WCDX-F	5 WCDX-F>	WMXB-F	5 WPLZ-F	5 WMXB-F	5 WKHK-F
6	6	6	6 WKHK-F	6 WPLZ-F	6	6	6	6	6 WPLZ-F<
									7 WRVA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLM	1450	Highland	0.3/1.6
WDYL-F	92.1	Chester/Richmnd	0.9/4.0
WKIE	1540	Richmond	0.3/0.1
WTVR	1380	Richmond	0.8/3.6
WAFX-F	106.9	Suffolk/Norfolk	0.3/0.4
WMYK-F	93.7	Elizabeth City	0.4/1.0

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, $ 15.00 (---)		
WFTH, 1590, 5 KW (DAYS)	, RELIGION	, $ 15.00 (---)		
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, $ 29.00 (Katz)	Capitol-Goodman	
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, $ 97.00 (Christal)	Edens	
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, $ 20.00 (Republic)	Park	
WCDX-F, 92.7, 2.8 KW @ 340	, BLACK	, $ 40.00 (Eastman)	Sinclair	
WDYL-F, 92.1, 1 KW @ 300	, RELIGION	, $ 15.00 (---)		(CHESTER)
WKHK-F, 95.3, 1.6 KW @ 550	, COUNTRY	, $ 35.00 (Banner)	ABS	(COLONIAL HEIGHTS)
WMXB-F, 103.7, 20 KW @ 720	, AC	APR, $ 72.00 (Durpetti)	Radio Ventures	
WPLZ-F, 99.3, 3 KW @ 328	, BLACK	US 1, $ 60.00 (Mc-Guild)		(PETERSBURG)
WQSF-F, 96.5, 50 KW @ 500	, SOFT AC	, $ 34.00 (HNWH)	Keymarket	(WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355	, CHR	ABC C, $ 101.00 (Christal)	Edens	
WRXL-F, 102.1, 140 KW @ 320	, AOR	, $ 93.00 (Katz)	Capitol-Goodman	
WTVR-F, 98.1, 50 KW @ 840	, BTFL/EZ	ABC E, $ 44.00 (Republic)	Park	
WVMX-F, 106.5, 8 KW @ 240	, CHR/AOR	SOURCE, $ 37.00 (Banner)	First Cities	

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 35/1,074,800

MSA Rank/Pop: 18/2,142,700
Los Angeles ADI
Average Person Ratings: 3.0
Market TSL: 24.25 hours

Stations: 45/18
Diaries: 1279/840:1/48.0%
Sample Target: 1280
% Below Line: 51.8
% Not Listed: 8.7

1988 Revenue: $16,000,000
HH Inc.: $33,611
Retail $: 13.1 Bil
Pop per Station: 59,711
#1 Biller: KGGI-F $3,400,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F (CHR)	169/ 8.5	7.0	8.9	7.7	8.9	8.0	204/2838	2262/21.0	18.1	20.3	79	16.4	320	2723	KGGI-F
2. KDUO-F (EZ)	148/ 7.5	8.2	10.0	8.0	5.6	8.4	186/1911	1354/12.6	13.9	9.9	47	4.8	93	843	KDUO-F
3. KQLZ-F (CHR)	122/ 6.1	6.7	1.1	1.4	1.4	3.8	215/2422	1390/12.9	14	4.8	66	9.7	190	1551	KQLZ-F
4. KLOS-F (AOR)	91/ 4.6	4.3	5.4	4.4	5.6	4.7	151/1943	1209/11.2	10.6	10.5	150	6.3	124	1614	KLOS-F
5. KOST-F (AC)	90/ 4.5	4.6	4.4	3.5	3.6	4.3	148/1947	1367/12.7	12.5	8.9	142	3.4	67	865	KOST-F
6. KRTH-F (AC)	78/ 3.9	4.8	5.8	5.8	6.5	5.1	103/1735	1238/11.5	13.4	15.4	156	3.6	71	691	KRTH-F
7. KCAL-F (AOR)	77/ 3.9	3.5	2.9	4.7	3.6	3.8	84/1249	1002/ 9.3	8.7	8.9	95	4.2	83	916	KCAL-F
8. KCKC (C)	74/ 3.7	2.8	2.4	2.3	5.1	2.8	79/662	619/ 5.8	6.2	5.3	92	2.5	48	635	KCKC
9. KFI (N/T)	68/ 3.4	3.9	4.3	3.4	3.2	3.8	114/1647	830/ 7.7	10.6	9.1	124	2.6	51	876	KFI
10. KODJ-F (AC)	65/ 3.3	2.8	1.0	2.0	1.2	2.3	93/1351	997/ 9.3	7.6	4.7	167	2.7	52	691	KODJ-F
11. KIIS-AF (CHR)	64/ 3.2	3.3	4.4	5.3	4.8	4.1	127/2169	1366/12.7	13.2	14.9	106	4.1	80	1709	KIIS-A
12. KNX (N/T)	51/ 2.6	3.4	1.8	3.5	2.8	2.8	76/1475	967/ 9.0	11.2	9.2	46	1.2	23	1149	KNX
13. KWDJ-F (?)	49/ 2.5	1.4	2.9	2.3	2.2	2.3	49/611	605/ 5.6	4.5	4.0	144	1.9	38	461	KWDJ-F
14. KBIG-F (EZ)	46/ 2.3	2.2	2.7	2.4	2.0	2.4	81/956	523/ 4.9	6.8	5.9	161	1.8	35	549	KBIG-F
15. KQLH-F (AC)	40/ 2.0	2.3	1.6	1.0	1.0	1.7	57/923	670/ 6.2	5.6	0.9	130	2.1	42	576	KQLH-F

12+ FM SHARE (METRO): 75.48% (1367 of 1811) (SUM 88: 69.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F	1 KGGI-F>	1 KGGI-F	1 KLOS-F<	1 KLOS-F<	1 KDUO-F>>	1 KDUO-F	1 KDUO-F	1 KGGI-F	1 KGGI-F	1 KNX
2 KQLZ-F	2 KQLZ-F	2 KQLZ-F	2 KGGI-F	2 KGGI-F	2 KCKC	2 KGGI-F	2 KGGI-F	2 KQLZ-F<	2 KOST-F	2 KLAC <
3	3 KLOS-F	KLOS-F	3 KOST-F	3 KOST-F	3 KFI	3 KLOS-F	3 KQLZ-F>	3 KDUO-F>	3 KCAL-F	3 KDUO-F
4	4 KCAL-F	4 KOST-F<	4 KRTH-F	4 KRTH-F	4 KNX <	4 KOST-F	4 KOST-F	4 KLOS-F	4 KCAL-F	4 KOST-F
5	5 KOST-F	5 KRTH-F<	5 KODJ-F>	5 KODJ-F	5 KRTH-F	5 KCKC	KLOS-F	5 KRTH-F	5 KRSO	KCAL-F
6	6	6 KCAL-F	6 KQLZ-F<	6 KFI	6 KOST-F<	6 KNX	6 KRTH-F	KOST-F	6 KFI	6 KFI

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQLZ-F	1 KGGI-F>	1 KGGI-F	1 KGGI-F	1 KOST-F	1 KGGI-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KGGI-F>	2 KQLZ-F	2 KOST-F>>	2 KOST-F	2 KGGI-F>	2 KQLZ-F>	2 KQLZ-F	2 KQLZ-F	2 KGGI-F<	2 KRTH-F
3 KCAL-F>	3 KOST-F	3 KLOS-F	3 KQLZ-F>	3 KRTH-F<	3 KCAL-F	3 KGGI-F	KCAL-F>	3 KQLZ-F	KODJ-F>
4 KIIS-AF	4 KCAL-F	KBIG-F	4 KRTH-F	4 KDUO-F	4 KLOS-F	4 KCAL-F>>	4 KGGI-F>	4 KCAL-F<	4 KCAL-F
5 KOLA-F	5 KIIS-AF	5 KRTH-F	5 KIIS-AF<	5 KFI	5 KROQ-F>	5	5 KIIS-AF	5 KRTH-F	5 KQLZ-F
6 KROQ-F	6 KLOS-F	6 KIIS-AF	6 KCAL-F	KCKC	6 KCAL	6	KLSX-F	6 KODJ-F>	6
KPWR-F>	7	KCAL-F	7	7	7	7	7	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	101.9	Lake Arrowhead	1.1/3.6
KCAL	1410	Redlands	1.6/3.1
KDIF	1440	Riverside/SB	1.1/1.9
KHSJ	1320	Hemet	0.8/1.2
KHYE-F	105.7	Hemet	0.7/1.6
KMEN	1290	San Bernardino	0.8/3.4
KNTF-F	93.5	Ontario	1.5/3.8
KOLA-F	99.9	San Bernardino	1.6/7.7
KRSO	590	San Bernardino	1.1/4.5
KWRM	1370	Corona	0.4/0.7
KABC	790	Los Angeles	1.5/4.2
KBRT	740	Avalon	0.5/1.0
KEDG-F	101.9	Glendale	0.7/3.0
KFAC-F	92.3	Los Angeles	1.6/3.5
KFWB	980	Los Angeles	0.6/2.8
KIIS	1150	Los Angeles	
KJOI-F	98.7	Los Angeles	0.5/1.7
KKGO-F	105.1	Los Angeles	1.2/3.5
KLAC	570	Los Angeles	1.6/2.9
KLSX-F	97.1	Los Angeles	0.8/2.2
KLVE-F	107.5	Los Angeles	0.4/1.[illegible]
KMPC	710	Los Angeles	1.8/4.6
KNAC-F	105.5	Lng Bch/LA	0.4/0.9
KPWR-F	105.9	Los Angeles	1.3/5.9
KRLA	1110	Pasadena	0.3/1.6
KROQ-F	106.7	Pasadena	1.7/4.8
KTWV-F	94.7	Los Angeles	1.8/5.0
KZLA-F	93.9	Los Angeles	0.9/2.8
XTRA	690	Tijuana	0.5/1.2

RADIO STATIONS

KCAL,	1410,	5 KW/4 KW (DA-N),	HISPANIC	,	$ 23.00 (Lotus)	
KCKC,	1350,	5 KW/500 W(DA-2),	COUNTRY	ABC I,	$ 33.00 (HNWH)	
KDIF,	1440,	1 KW (DA-1),	HISPANIC	UPI,	$ 19.00 (Katz Hisp.)	
KMEN,	1290,	5 KW (DA-2),	BLACK	,	$ 15.00 (Mc-Guid)	American
KRSO,	590,	1 KW (DA-2),	NEWS/TALK	ABC E,TALKNT,	$ 27.00 (Katz)	Henry
KBON-F,	101.9,	.4 KW # 2500,	OLDIES	,	$ 26.00 (HNWH)	
KCAL-F,	96.7,	3 KW # 300,	AOR	,	$ 45.00 (Torbet)	Anahirim
KDUO-F,	97.5,	72 KW # 360,	BTFL/EZ	ABC D,	$ 65.00 (Katz)	Henry
KGGI-F,	99.1,	3 KW # 1530,	CHR	,	$ 87.00 (Mc-Guild)	American
KHYE-F,	105.5,	1 KW # -245,	COUNTRY	ABC E,	$ 15.00 (---)	
KNTF-F,	93.5,	3 KW # -165,	COUNTRY	,	$ 12.00 (---)	
KOLA-F,	99.9,	31 KW # 1630,	AC	ABC R,	$ 4[illegible].00 (Banner)	Keymarket
KQLH-F,	95.1,	50 KW # 130,	SOFT AC	MBS,	$ 40.00 (MMR)	
KWDJ-F,	92.7,	1 KW # 300,	COUNTRY	MBS,	$ 28.00 (Banner)	

KOLA changed formats in Sept.

ROCHESTER

Arbitron Rank/Pop (12+): 43/832,200

MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 17/14
Diaries: 1035/804:1/43.4%
Sample Target: 1130
% Below Line: 2.5
% Not Listed: 14.5

1988 Revenue: $24,500,000
HH Inc.: $38,832
Retail $: 6.8 Bil
Pop per Station: 59,442
#1 Biller: WVOR-F $5,300,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	215/15.6	17.4	15.3	17.1	16.5	16.4	238/2470	2218/26.7	28.8	25.3	92	22.2	349	3104	WCMF-F
2. WPXY-AF (CHR)	150/10.8	11.6	10.9	12.5	14.5	11.5	173/2488	2240/26.9	28.8	29.7	70	13.4	209	3203	WPXY-A
3. WVOR-F (AC)	140/10.1	11.0	9.0	9.2	8.2	9.8	155/2075	1818/21.8	23.9	21.3	150	7.6	119	1438	WVOR-F
4. WBEE-F (C)	125/ 9.0	8.9	8.5	9.6	7.9	9.0	161/1873	1545/18.6	18.6	12.8	121	9.0	142	1208	WBEE-F
5. WHAM (MOR)	102/ 7.4	8.7	9.5	8.5	8.9	8.5	113/1675	1493/17.9	20.4	19.7	77	5.8	91	1548	WHAM
6. WKLX-F (O)	97/ 7.0	5.8	6.0	4.3	7.0	5.8	111/1629	1373/16.5	18.6	17.3	144	6.7	106	1500	WKLX-F
7. WZSH-F (EZ)	92/ 6.7	4.7	7.4	5.9	6.2	6.2	113/1250	959/11.5	11.4	12.5	55	3.9	62	575	WZSH-F
8. WRMM-F (AC)	81/ 5.9	5.5	6.1	7.8	6.9	6.3	83/1458	1338/16.1	17.6	18.0	131	3.2	51	1101	WRMM-F
9. WDKX-F (B)	78/ 5.6	6.2	5.2	4.6	4.6	5.4	78/711	711/ 8.5	10.5	9.6	82	9.5	149	1204	WDKX-F
10. WEZO (BB)	37/ 2.7	2.9	3.0	3.4	2.2	3.0	40/625	595/ 7.1	7.5	6.0	41	2.1	33	475	WEZO

12+ FM SHARE (METRO): 85.52% (1010 of 1181) (SUM 88: 83.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F<	1 WVOR-F<	1 WHAM	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WHAM
2 WCMF-F>>	2 WPXY-AF	2 WVOR-F	2 WVOR-F>	2 WCMF-F	2 WZSH-F<	2 WVOR-F	2 WVOR-F	2 WPXY-AF<	2 WPXY-AF>	2 WCMF-F>>
3 WDKX-F>	3 WVOR-F	3 WPXY-AF	3 WKLX-F	3 WBEE-F	3 WBEE-F	3 WBEE-F<	3 WPXY-AF	3 WVOR-F	3 WHAM	3 WVOR-F
4 WKLX-F	4 WRMM-F	4 WKLX-F	4 WBEE-F	4 WKLX-F	4 WVOR-F>	4 WHAM <	WBEE-F	4 WBEE-F	4 WKLX-F	WPXY-F
5	5 WBEE-F<	5 WRMM-F<	5 WPXY-AF	5 WRMM-F<	5 WKLX-F	5 WPXY-AF	5 WZSH-F	5 WKLX-F	5 WVOR-F<	5 WDKX-F
6	6 WDKX-F	6 WBEE-F	WRMM-F	6 WPXY-AF>	6	6	WHAM	6 WRMM-F	6 WDKX-F	6 WBEE-F
7	7 WKLX-F	7 WDKX-F	7	7 WHAM	7	7	7 WKLX-F<	7	7 WBEE-F	7 WKLX-F
8	8	8	8	8 WDKX-F	8	8	8 WRMM-F	8	8	8 WZSH-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-AF	1 WCMF-F	1 WCMF-F<	1 WPXY-AF	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F>	2 WPXY-AF>	2 WVOR-F	2 WCMF-F	2 WBEE-F	2 WPXY-AF>	2 WPXY-AF	2 WBEE-F	2 WVOR-F	2 WVOR-F
3 WDKX-F	3 WRMM-F	3 WPXY-AF	3 WVOR-F>	3 WPXY-AF	3 WVOR-F>	WVOR-F>	3 WVOR-F	3 WKLX-F>	3 WKLX-F
4 WRMM-F>>	4 WVOR-F	WRMM-F>	4 WRMM-F	4 WCMF-F	4 WKLX-F	4 WBEE-F	4 WRMM-F>	4 WPXY-AF	4 WBEE-F>
5 WVOR-F	5 WDKX-F	5 WBEE-F	5 WBEE-F	5 WRMM-F	5 WDKX-F>>	5 WKLX-F	5 WPXY-AF	5 WBEE-F	5 WRMM-F
6 WBEE-F	6 WBEE-F	6 WKLX-F	6 WDKX-F<	6 WKLX-F	6 WRMM-F	6 WRMM-F	WKLX-F>	6 WRMM-F	6
7	7	7 WMJQ-F>	7 WKLX-F	7	WBEE-F	7	7 WMJQ-F	7	7
8	8	8 WDKX-F	8	8	8	8	WDKX-F>	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	0.9/3.7
WGVA	1240	Geneva	0.4/1.0
WWWG	1460	Rochester	0.9/2.1
WBMW-F	107.7	Weathersfield	0.4/1.7
WMJQ-F	102.5	Buffalo	1.5/4.1
WPCX-F	106.9	Auburn	0.6/2.1

RADIO STATIONS

WBBF, 950, 1 KW (DA-2) , COMBINATION WITH WBEE-F			
WEZO, 990, 5 KW/2.5 KW (DA-2), NOSTALGIA	ABC I, $	22.00 (Christal)	Atlantic Ventures
WHAM, 1180, 50 KW , MOR	CBS, TALKNT, $	59.00 (Mc-Guild)	Lincoln
WWWG, 1460, 5 KW (DA-2) , RELIGION	, $	12.00 (---)	Brandon
WBEE-F, 92.5, 50 KW @ 500, COUNTRY	CS 2, $	60.00 (Katz)	Heritage
WXMF-F, 96.5, 50 KW @ 457, AOR	, $	95.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 500, BLACK	NBN, $	26.00 (Roslin)	
WKLX-F, 98.9, 37 KW @ 560, OLDIES	, $	48.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 456, CHR	, $	78.00 (MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 637, SOFT AC	ABC E, $	50.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490, AC	, $	106.00 (Mc-Guild)	Lincoln
WZSH-F, 95.1, 11 KW @ 993, BTFL/EZ	, $	29.00 (Republic)	(BRISTOL CENTER)

SACRAMENTO

Arbitron Rank/Pop (12+): 31/1157300
MSA Rank/Pop: 34/1352100
ADI # 20
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 26/19
Diaries: 1243/931:1/48.2%
Sample Target: 1240
% Below Line: 2.9
% Not Listed: 11.4

1988 Revenue: $47,200,000
HH Inc.: $35,054
Retail $: 10.1 Bil
Pop per Station: 60,910
#1 Biller: KRAK-AF $9,300,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N)	155/ 8.1	9.3	8.2	8.8	8.8	8.6	197/2693	2099/18.1	18.4	17.3	83	7.1	148	1794	KFBK
2. KXOA-F	(AC)	150/ 7.8	6.9	6.1	5.9	6.8	6.7	168/2557	2184/18.9	17.0	15.1	141	5.6	116	1438	KXOA-F
3. KCTC-F	(EZ)	147/ 7.6	7.9	8.3	7.0	7.5	7.7	186/2111	1671/14.4	13.8	14.1	54	4.5	93	950	KCTC-F
4. KSFM-F	(CHR)	137/ 7.1	7.4	6.0	5.2	5.6	6.4	219/3167	2150/18.6	20.7	20.0	72	8.3	174	2765	KSFM-F
5. KRAK-F	(C)	129/ 6.7	7.0	7.6	7.1	9.0	7.1	156/2237	1718/14.8	14.2	16.7	115	8.1	170	2014	KRAK-F
6. KZAP-F	(AOR)	124/ 6.4	6.0	5.5	5.2	6.2	5.8	188/2421	1710/14.8	14.6	13.9	144	7.0	147	1872	KZAP-F
7. KRXQ-F	(AOR)	108/ 5.6	5.8	7.1	5.8	5.8	6.1	154/1707	1454/12.6	13.7	11.8	77	9.5	199	2425	KRXQ-F
8. KHYL-F	(O)	105/ 5.5	5.1	3.8	5.1	4.2	4.9	127/1920	1591/13.7	13.1	10.9	164	4.4	92	1319	KHYL-F
9. KQPT-F	(J/NA)	95/ 4.9	4.1	6.4	7.0	4.3	5.6	98/1533	1454/12.6	11.4	8.9	153	4.6	96	1388	KQPT-F
10. KAER-F	(AC)	91/ 4.7	3.4	3.7	3.3	3.0	3.8	105/1796	1404/12.1	10.6	8.7	128	4.5	93	1292	KAER-F
11. KRAK	(C)	68/ 3.5	4.3	4.1	4.2	3.5	4.0	112/1254	700/ 6.0	8.0	7.9	86	3.4	71	753	KRAK
12. KWOD-F	(CHR)	65/ 3.4	3.8	3.7	4.1	3.5	3.8	77/1912	1398/12.1	12.7	14.6	65	4.0	84	1802	KWOD-F
13. KROY-F	(CHR)	64/ 3.3	3.1	4.8	5.5	5.3	4.2	77/1860	1519/13.1	12.6	15.2	61	6.2	129	2231	KROY-F
14. KFRC	(BB)	46/ 2.4	1.5	1.4	1.0	0.7	1.6	85/953	502/ 4.3	3.6	2.0	46	1.4	29	337	KFRC
15. KNBR	(MOR)	32/ 1.7	1.8	1.1	0.7	2.1	1.3	94/1734	688/ 5.9	5.6	6.2	65	1.4	29	531	KNBR

12+ FM SHARE (METRO): 75.21% (1238 of 1646) (SUM 88: 69.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KXOA-F<	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KCTC-F<	1 KFBK >>	1 KXOA-F	1 KXOA-F	1 KSFM-F	1 KRAK-F
2 KWOD-F	2 KZAP-F<	2 KZAP-F	2 KZAP-F	2 KZAP-F<	2 KFBK >	2 KRAK-F	2 KCTC-F	2 KCTC-F	2 KRXQ-F	2 KFBK
3 KROY-F>	3 KRXQ-F	3 KHYL-F<	3 KHYL-F	3 KHYL-F	3 KRAK-F	3 KXOA-F	3 KFBK	3 KSFM-F	3 KCTC-F	3 KRXQ-F>>
4 KRXQ-F>>	4 KSFM-F	4 KRXQ-F	4 KRAK-F<	4 KRAK-F<	4 KHYL-F	4 KSFM-F	4 KRAK-F	4 KZAP-F<	4 KQPT-F	4 KXOA-F
5 KZAP-F	5 KAER-F>	5 KRAK-F<	5 KQPT-F	5 KQPT-F	5 KXOA-F<	5 KCTC-F	5 KZAP-F	5 KRAK-F<	5 KXOA-F	KROY-F
6 KHOP-F	6 KRAK-F	6 KSFM-F<	6 KAER-F	6 KFBK	6 KRAK	6 KHYL-F	6 KSFM-F	6 KHYL-F<	6 KFBK <	KHYL-F<
KAER-F	7	7 KAER-F	7 KFBK	7 KAER-F	7 KQPT-F	7	7	7	7 KNBR <	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F>	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KXOA-F>	1 KRXQ-F>>	1 KZAP-F<	1 KZAP-F>	1 KZAP-F>	1 KZAP-F>
2 KWOD-F	2 KSFM-F	2 KAER-F>	2 KSFM-F	2 KAER-F	2 KZAP-F	2 KRXQ-F>	2 KXOA-F	2 KRXQ-F	2 KHYL-F<
3 KRXQ-F	3 KAER-F	3 KSFM-F	3 KAER-F	3 KHYL-F	3 KXOA-F	3 KXOA-F>	3 KFBK	3 KXOA-F	3 KQPT-F<
4 KXOA-F	4 KROY-F	4 KRAK-F	4 KHYL-F<	4 KRAK-F	KSFM-F	4 KFBK	4 KRXQ-F	4 KHYL-F<	4 KFBK
KAER-F	5 KRXQ-F	5 KZAP-F	5 KRAK-F	5 KSFM-F	5 KAER-F	5 KQPT-F	5 KQPT-F>	5 KQPT-F	5 KXOA-F
6 KCTC-F	6 KRAK-F<	6 KHYL-F	6 KROY-F	6 KCTC-F	6 KRAK-F	6 KSFM-F	6 KRAK-F	6 KFBK	6 KRAK-F>
7 KZAP-F	7 KZAP-F	7 KRXQ-F	7 KCTC-F<	7 KQPT-F	7 KWOD-F	7 KRAK-F	7 KAER-F	7 KRAK-F>	7
KRAK-F	8	KQPT-F>	8	8	8	KAER-F	8	8	8

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	0.7/3.1
KGNR	1320	Sacramento	0.8/3.5
KRCX	1110	Roseville/Scrmn	0.8/1.9
KSAC	1240	Sacramento	0.4/2.3
KSMJ	1380	Sacramento	0.8/3.8
KYLO-F	105.5	Davis/Sacrament	0.3/2.0
KCBS	740	San Francisco	0.6/2.9
KGO	810	San Francisco	1.4/3.7
KHOP-F	104.5	Modesto	0.4/1.3
KMEL-F	106.1	San Francisco	0.5/2.4
KRQR	97.3	San Francisco	0.5/1.6

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	NBC, ABC I,	$ 100.00	(Group W)	Westinghouse
KFIA,	710,	10 KW/250 W(DA-2)	, RELIGION	,	$ 24.00	(---)	
KGNR,	1320,	5 KW (DA-2)	, NOSTALGIA	CBS,	$ 30.00	(Christal)	Tribune Co.
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	$ 72.00	(Katz)	EZ
KRCX,	1100,	5 KW/500 W(DA-2)	, HISPANIC	,	$ 42.00	(Lotus)	Fuller-Jeffrey
KSAC,	1240,	1 KW	, CLASSICAL	,	$ 32.00	(CMBS)	
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	$ 28.00	(MMR)	Booth/Genesis
KXOA,	1470,	5 KW/1 KW (DA-2)	, NEWS/TALK	,	$ 35.00	(Banner)	Brown

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC	,	$ 55.00	(Group W)	Westinghouse
KCTC,	96.1,	50 KW @ 476,	BTFL/EZ	,	$ 88.00	(Christal)	Tribune Co.
KHYL,	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker (PAUBURN)
KQPT,	100.5,	115 KW @ 385,	JAZZ/NAC	SOURCE,	$ 95.00	(Republic)	Duchossois
KRAK,	105.1,	50 KW @ 500,	COUNTRY	,	$ 110.00	(Katz)	EZ
KROY,	96.9,	50 KW @ 500,	CHR	SOURCE,	$ 60.00	(Christal)	Great American
KRXQ,	93.7,	25 KW @ 306,	AOR	,	$ 70.00	(Torbet)	Fuller-Jeffrey
KSFM,	102.5,	50 KW @ 500,	CHR	,	$ 90.00	(MMR)	Booth/Gen. (WOODLAND)
KWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F,	$ 59.00	(CBS)	
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES	,	$ 124.00	(Banner)	Brown
KZAP,	98.5,	50 KW @ 495,	AOR	,	$ 94.00	(Mc-Guild)	Nationwide

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,037,500	Stations: 30/29	1988 Revenue: $65,400,000
	Diaries: 1777/1147:1/56.6%	HH Inc.: $35,349
MSA Rank/Pop: 13/2,462,200	Sample Target: 1740	Retail $: 16.9 Bil
ADI # 18	% Below Line: 0.3	Pop per Station: 70,258
Average Person Ratings: 18.7	% Not Listed: 6.9	#1 Biller: KMOX $20,500,000
Market TSL: 24.50 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(T)	850/22.3	21.2	18.7	17.1	23.5	19.8	923/9885	8709/42.7	39.9	40.3	85	20.7	825	8961	KMOX
2. KSHE-F	(AOR)	353/ 9.3	9.7	8.3	9.9	9.9	9.3	487/5871	4502/22.1	21.3	20.5	104	14.0	559	5560	KSHE-F
3. WKBQ-F	(CHR)	323/ 8.5	6.1	6.4	3.6	3.7	6.2	344/4885	4351/21.4	17.9	11.6	55	11.4	453	4734	WKBQ-F
4. KMJM-F	(B)	290/ 7.6	5.7	5.5	6.5	5.6	6.3	290/2523	2489/12.2	10.3	11.0	95	10.0	397	3283	KMJM-F
5. KEZK-F	(EZ)	244/ 6.4	8.1	7.7	8.4	7.0	7.7	280/3555	2866/14.1	15.8	14.8	77	4.0	161	1431	KEZK-F
6. KYKY-F	(AC)	210/ 5.5	4.7	5.0	5.1	2.9	5.1	218/3395	3215/15.8	14.5	11.1	144	3.9	156	2905	KYKY-F
7. KSD -F	(AOR)	188/ 4.9	5.1	4.7	6.8	[illegible].6	5.4	194/3025	2800/13.7	15.0	13.3	143	5.1	202	3402	KSD -F
8. WIL -F	(C)	169/ 4.4	5.8	4.9	5.8	5.3	5.2	219/2823	2162/10.6	12.9	12.9	125	4.8	191	2015	WIL -F
9. KLOU-F	(O)	135/ 3.5	5.2	7.0	5.8	5.4	5.4	155/3453	3021/14.8	16.1	16.7	157	4.9	197	2650	KLOU-F
10. KRJY-F	(AC)	95/ 2.5	2.5	3.0	3.5	2.5	2.9	97/1819	1723/ 8.5	7.2	7.1	152	0.8	32	948	KRJY-F
11. KFUO-F	(CL)	76/ 2.0	1.6	1.2	1.3	1.1	1.5	77/1243	1186/ 5.8	5.1	3.5	95	0.8	33	735	KFUO-F
12. WKKX-F	(C)	66/ 1.7	1.8	3.0	2.4	3.0	2.2	78/1394	1269/ 6.2	6.5	6.8	129	1.9	76	1245	WKKX-F
13. KATZ	(B)	60/ 1.6	2.1	1.6	2.0	1.6	1.8	60/929	929/ 4.6	4.6	4.1	138	0.9	37	700	KATZ
14. KUSA	(C)	58/ 1.5	2.0	1.8	1.4	1.7	1.7	97/1565	1046/ 5.1	5.6	5.9	93	1.4	54	602	KUSA
15. KSTZ-F	(AC)	54/ 1.4	1.2	1.8	1.6	1.7	1.5	86/2082	1602/ 7.9	7.5	6.1	93	1.1	44	1254	KSTZ-F

12+ FM SHARE (METRO): 66.33% (2352 of 3546) (SUM 88: 62.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F<	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F>>	2 WKBQ-F	2 KMOX	2 KSHE-F	2 KSHE-F	2 KEZK-F>	2 KSHE-F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F
3 KSHE-F	3 KMJM-F	3 KMJM-F	3 KYKY-F	3 KYKY-F	3 WIL -F	3 WKBQ-F	3 WKBQ-F<	3 WKBQ-F<	3 WKBQ-F	3 KEZK-F>>
4	4 KSD -F	4 WKBQ-F	4 KMJM-F	4 KMJM-F<	4 KLOU-F	4 KMJM-F	4 KEZK-F>	4 KMJM-F	4 KSHE-F	4 KSHE-F
5	5 KMOX	5 KYKY-F	5 KSD -F	5 KSD -F	5 KYKY-F	5 KYKY-F	5 KMJM-F	5 KYKY-F<	5	5 WKBQ-F
6	6 KYKY-F	6 KSD -F	6 KLOU-F	6 WIL -F	6	KSD -F	6 KYKY-F	6 KEZK-F<	6	6 WIL -F
7	7	7	7 WKBQ-F<	KLOU-F	7	KEZK-F	7 KSD -F	7 KSD -F	7	7 -F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKBQ-F	1 KYKY-F>	1 KYKY-F	1 KMJM-F<	1 KMOX >	1 KSHE-F>>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KMOX >
2 KSHE-F>	2 WKBQ-F	2 KMJM-F<	2 WKBQ-F	2 KYKY-F	2 KMJM-F	2 KMOX	2 KMOX	2 KMOX >	2 KSHE-F>
3 KMJM-F>	KSHE-F	3 KSHE-F	KYKY-F<	3 KMJM-F>	3 WKBQ-F>	3 KSD -F	3 KSD -F>	3 KSD -F	3 KSD -F
4 KYKY-F>	4 KMJM-F>	4 WKBQ-F	4 KMOX	4 KSHE-F	4 KSD -F>	4 KMJM-F	4 KMJM-F	4 KMJM-F	4 WIL -F
5 WIL -F	5 KSD -F	5 KSD -F	5 KSHE-F	KEZK-F	5 KMOX >>	5 WKBQ-F	WIL -F	5 WKBQ-F	5 KYKY-F<
KSTZ-F	6 KRJY-F	6 KMOX >	6	6 WKBQ-F	6 KRJY-F	6	6 WKBQ-F	6 KYKY-F	6 KMJM-F<
KSD -F>>	7 KMOX >	7 KRJY-F>	7	KSD -F	7 KYKY-F	7	KYKY-F>	7 WIL -F	7 KLOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	100.3	Alton	1.1/5.5
KGLD	1380	St. Louis	0.3/1.9
KHTK-F	97.1	Florissant/St L	0.6/2.9
KSIV	1320	Clavton/St. L.	0.6/1.7
KSTL	690	St. Louis	0.4/0.9
KXOK	630	St. Louis	0.7/3.7
WCBW-F	104.9	Columbia/St. L.	0.7/2.4
WESL	1490	E. St. Louis	1.0/2.1
WEW	770	St. Louis	1.3/3.0
WGNU	920	Granite City	0.6/2.3
WIBV	1260	Belleville	0.3/1.2
WIL	1430	St. Louis	0.6/2.5
WKLL	590	Wood River/St.L	0.3/1.3
WSNL-F	101.1	E./St.Louis/StL	1.2/5.3
KTJJ-F	98.5	Farmington	0.3/0.6

AM STATIONS

KATZ	1600	5 KW (DA-N)	BLACK	NBN	$ 45.00	(K & P)	Interurban
KGLD	1380	5 KW/1 KW (DA-2)	OLDIES	US 1	$ 35.00	(Katz)	Chase
KMOX	1120	50 KW	TALK	CBS	$ 325.00	(CBS)	CBS
KSIV	1320	5 KW/125 W(DA-2)	RELIGION		$ 18.00	(---)	Bott
KXEN	1010	50 KW (DAYS, DA)	RELIGION		$ 13.00	(---)	Mid American Gospel
KUSA	550	5 KW (DA-N)	COUNTRY OLDIES	ABC I	$ 50.00	(Mc-Guild)	Gannett
KXOK	630	5 KW (DA-2)	TALK	SUN, TALKNT	$ 35.00	(HNWH)	
WESL	1490	1 KW/250 W(DA-1)	BLACK	SBN	$ 25.00	(K & P)	
WEW	770	1 KW (DAYS)	NOSTALGIA		$ 27.00	(---)	
WIL	1430	5 KW (DA-2)	COUNTRY OLDIES	ABC E	$ N/A	(Banner)	Heritage
WKLL	590	1 KW (DA-1)	NOSTALGIA	NBC	$ 40.00	(MMR)	Adams

FM STATIONS

KATZ	100.3	50 KW @ 495	BLACK	NBN	$ 37.00	(K & P)	Interurban	
KEZK	102.5	100 KW @ 500	BTFL/EZ		$ 93.00	(MMR)	Adams	
KFUO	99.1	100 KW @ 557	CLASSICAL	MBS	$ 46.00	(CMBS)		
KLOU	103.3	100 KW @ 900	OLDIES	CBS	$ 85.00	(CBS)	CBS	
LKTH	97.1	100 KW @ 560	JAZZ/NAC		$ 45.00	(HNWH)		
KMJM	107.7	100 KW @ 575	BLACK		$ 95.00	(Christal)	Noble	
KRJY	96.3	100 KW @ 540	SOFT AC	NBC	$ 54.00	(Banner)		
KSD	93.7	100 KW @ 850	CLASSIC AOR		$ 100.00	(Mc-Guild)	Gannett	
KSHE	94.7	100 KW @ 1019	AOR		$ 155.00	(HNWH)	Emmis	
KSTZ	105.7	100 KW @ 285	AC	SOURCE	$ N/A	(---)		(ST.GENEVIEVE)
KYKY	98.1	100 KW @ 580	AC		$ 125.00	(MMR)	EZ	
WCBW	104.9	3 KW @ 235	RELIGION		$ 20.00	(---)	Universal	
WIL	92.3	97 KW @ 900	COUNTRY	ABC E	$ 75.00	(Banner)	Heritage	
WKBQ	106.5	93 KW @ 1015	CHR		$ 73.00	(Katz)	Chase	
WKKX	104.1	50 KW @ 500	COUNTRY		$ 41.00	(Roslin)		(JERSEY)
WSNL	101.1	50 KW @ 550	AC	SOURCE	$ 40.00	(Torbet)		

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/487,600
ADI # 106
MSA Rank/Pop: Santa Cruz - NA
Salinas-Monterey: 133/355,600
Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 37/21
Diaries: 873/558:1/47.9%
Sample Target: 860
% Below Line: 31.4
% Not Listed: 14.5

1988 Revenue: $11,500,000
HH Inc.: $38,420
Retail $: 3.6 Bil
Pop per Station: 23,219
#1 Biller: KWAV-F $1,700,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	62/ 7.5	11.2	8.7	8.7	9.2	9.0	68/1224	1133/23.2	28.0	21.9	72	11.0	96	1147	KDON-F
2. KGO (N/T)	61/ 7.4	6.6	7.9	7.5	7.5	7.3	66/852	782/16.0	16.2	15.1	64	6.4	56	740	KGO
3. KTOM-AF (C)	60/ 7.3	6.0	7.4	5.8	5.8	6.6	61/718	698/14.3	16.2	10.0	115	9.9	70	631	KTOM-AF
4. KMBY-F (AOR)	46/ 5.6	4.8	5.3	5.0	4.2	5.2	46/678	671/13.8	12.1	9.7	125	9.6	84	775	KMBY-F
5. KWSS-F (CHR)	44/ 5.3	5.8	6.3	6.8	8.8	6.1	45/993	945/19.4	20.9	20.0	62	7.1	62	1006	KWSS-F
6. KBAY-F (EZ)	42/ 5.1	4.9	5.9	3.4	4.0	4.8	43/508	484/ 9.9	10.2	9.8	31	3.2	28	359	KBAY-F
7. KWAV-F (AC)	41/ 5.0	3.8	5.3	5.9	3.0	5.0	41/761	746/15.3	14.9	11.8	122	4.3	38	403	KWAV-F
8. KPIG-F (C)	34/ 4.1	1.0	2.1	3.2	2.5	2.6	34/271	265/ 5.4	3.5	5.0	149	1.3	11	147	KPIG-F
9. KBOQ-F (CL)	32/ 3.9	2.8	3.8	3.4	2.5	3.5	32/456	452/ 9.3	7.6	5.8	113	2.7	24	392	KBOQ-F
10. KLRS-F (J/NA)	24/ 2.9	2.4	2.3	1.6	1.3	2.3	24/440	416/ 8.5	9.0	4.8	145	2.3	20	341	KLRS-F
11. KHIP-F (AOR)	22/ 2.7	1.4	1.2	2.2	1.8	1.9	22/452	412/ 8.4	6.6	6.2	130	2.9	25	332	KHIP-F
KCTY (SP)	22/ 2.7	3.1	2.1	3.3	3.1	2.8	22/514	314/ 6.4	7.5	6.1	96	2.5	22	277	KCTY
13. KOCN-F (AC)	21/ 2.5	3.8	4.0	5.2	3.0	3.9	21/351	347/ 7.1	8.4	7.2	160	2.2	19	307	KOCN-F
14. KXDC-AF (EZ)	20/ 2.4	2.0	3.1	4.3	2.3	3.0	20/247	247/ 5.1	4.9	3.6	67	1.5	8	105	KXDC-AF
15.															

12+ FM SHARE (METRO): 72.95% (515 of 706) (SUM 88: 65.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KMBY-F	1 KMBY-F	1 KTOM-AF	1 KTOM-AF	1 KGO	1 KGO	1 KMBY-F	1 KDON-F	1 KGO	1 KGO >>
2 KWSS-F	2 KWSS-F	2 KWAV-F	KMBY-F	2 KMBY-F	2 KTOM-AF	2 KTOM-AF	2 KDON-F<	2 KTOM-AF	2 KDON-F	2 KWSS-F
3	KPIG-F	3 KDON-F<	3 KPIG-F	3 KWAV-F	3 KBAY-F>	3 KDON-F	3 KTOM-AF	3 KMBY-F<	3 KBOQ-F	3 KWAV-F
4	4 KDON-F	4 KTOM-AF	4 KWAV-F	KPIG-F	4 KBOQ-F>	4 KWSS-F	4 KGO	4 KWSS-F	4 KTOM-AF	4 KTOM-F
5	5 KWAV-F	KWSS-F	5 KDON-F	5 KDON-F	5 KXDC-AF	5 KBAY-F	5 KWAV-F	5 KWAV-F	KLFA-F	KCTY >
6	6	KPIG-F	6	6	KOMY	KMBY-F	6	6	6	6 KRAY-F
7	7	7	7	7	7	7	7	7	7	KDON-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWSS-F>	1 KWSS-F	1 KWAV-F	1 KWAV-F	1 KWAV-F>	1 KMBY-F	1 KMBY-F	1 KMBY-F	1 KMBX-F	1 XMBY-F
2 KWAV-F	2 KWAV-F>	2 KOCN-F	2 KWSS-F	2 KTOM-AF	2 KWSS-F	2 KPIG-F>	2 KPIG-F>	2 KPIG-F	2 KTOM-AF
3 KDON-F>	3 KDON-F	3 KWSS-F	3 KDON-F	3 KBOQ-F	3 KPIG-F	3 KDON-F	3 KDON-F>>	KTOM-AF	3 KPIG-F>
4 KTOM-AF	4 KTOM-AF	KDON-F	4 KTOM-AF	4 KLRS-F	4 KWAV-F	4 KWSS-F>	4 KTOM-AF	KDON-F	4 KDON-F
5 KLRS-F	5 KLRS-F	KBOQ-F	5 KLRS-F	KOCN-F	KDON-F>	5 KWAV-F	KWSS-F	5	5 KGO
KRAY-F>	KOCN-F	6	6	KDON-F	6	6	KLRS-F	6	6
7	7		7	7		7	KHIP-F	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKMC	880	Gonzales/Salina	0.6/2.1
KLAU	1540	Capitola/Mntrey	1.1/3.7
KLFA-F	93.9	King City/Salns	2.2/3.4
KNRY	1240	Monterey	0.5/2.9
KOMY	1340	Watsonville	2.3/5.7
KRAY-F	103.9	Salinas	1.2/4.6
KRKC-F	102.1	King City	0.5/1.1
KTGE	1570	Salinas	1.3/4.4
KZXR	1460	Salinas	0.8/2.2
KARA-F	105.7	Santa Clara/SJ	0.6/2.7
KATD-F	95.3	Los Gatos	1.2/3.9
KAZA	1290	Gilroy	0.6/1.5
KCBS	740	San Francisco	2.1/6.8
KEZR-F	106.5	San Jose	0.4/1.1
KFRC	610	San Francisco	0.5/2.4
KLOK	1170	San Jose/SF	0.4/2.0
KMEL-F	106.1	San Francisco	1.0/3.8
KNBR	680	San Francisco	1.7/6.7
KOME-F	98.5	San Jose/SF	1.0/4.8
KRQR-F	97.3	San Francisco	0.6/2.2
KSJO-F	92.3	San Jose	0.7/5.2

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC , $ 23.00 (Lotus)
KOMY, 1340, 1 KW , NOSTALGIA MBS, $ 12.00 (Radio Time) (WATSONVILLE)
KTGE, 1570, 250 W/8 W , HISPANIC , $ 13.00 (---)

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL , $ 22.00 (Durpetti)
KDON-F, 102.5, 19 KW @ 2270, CHR , $ 39.00 (Katz) Henry
KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR , $ 17.00 (Eastman) (HOLLISTER)
KLFA-F, 93.9, 5 KW @ 667, HISPANIC , $ 16.00 (Caballero) (KING CITY)
KMBY-F, 107.1, 1 KW @ 1570, AOR , $ 32.00 (Banner)
KOCN-F, 104.9, 1 KW @ 500, AC MBS,TRNSTR, $ 24.00 (Torbet)
KPIG-F, 95.9, 3 KW @ 335, COUNTRY , $ 17.00 (Republic) (WATSONVILLE)
KRAY-F, 103.9, 3 KW @ 165, HISPANIC , $ 23.00 (Lotus)
KTOM-F, 100.7, 1 KW @ 2575, COUNTRY ABC E, $ 30.00 (MMR) Comm. Service
KWAV-F, 96.9, 18 KW @ 2500, AC APR, $ 35.00 (HNWH) Buckley
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ , $ 15.00 (Christal)
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC , $ 28.00 (Mc-Guild) Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose

MISCELLANEOUS COMMENTS: KNZS, KMBY-F sold by Frankhouser to Adams for $3,600,000 (Kalil).

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/999,300

MSA Rank/Pop: 45/1,061,100
ADI # 41
Average Person Ratings: 15.6
Market TSL: 20.5 hours

Stations: 31/31
Diaries: 1285/778:1/58.3%
Sample Target: 1240
% Below Line: 0.0
% Not Listed: 8.0

1988 Revenue: $28,200,000
HH Inc.: $30,695
Retail $: 6.0 Bil
Pop per Station: 32,235
#1 Biller: KSL $4,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (EZ)	146/ 9.4	7.3	9.8	10.0	7.0	9.1	169/2207	1840/18.4	18.8	16.0	85	5.1	89	1238	KSFI-F
2. KKAT-F (C)	141/ 9.1	9.3	8.6	9.6	11.4	9.2	159/2254	1932/19.3	18.9	20.0	116	10.5	183	1790	KKAT-F
3. KISN-F (CHR)	124/ 8.0	7.3	6.9	7.9	9.3	7.5	134/2401	2065/20.7	23.4	28.3	100	7.0	121	2216	KISN-F
4. KCPX-F (CHR)	107/ 6.9	7.2	7.9	7.3	8.3	7.3	125/2762	2361/23.6	23.0	22.4	78	8.6	149	2386	KCPX-F
5. KSOP-AF (C)	87/ 5.6	8.3	8.0	4.2	8.2	6.5	135/2033	1464/14.7	18.1	14.5	121	6.7	106	1332	KSOP-AF
6. KBER-F (AOR)	82/ 5.3	5.0	4.5	4.1	2.2	4.7	97/1120	995/10.0	9.3	6.9	58	7.4	128	1453	KBER-F
7. KZHT-F (CHR)	77/ 4.9	2.6	1.7	0.8	0.4	2.5	81/1317	1283/12.8	8.0	1.4	41	5.7	100	1414	KZHT-F
8. KSL (MOR)	71/ 4.6	6.7	7.0	7.0	7.4	6.3	103/2323	1862/18.6	22.0	22.4	104	4.8	83	1555	KSL
9. KJQN-F (AOR)	59/ 3.8	2.2	3.3	3.2	2.8	3.1	59/722	711/ 7.1	6.3	6.0	50	4.7	81	1176	KJQN-F
10. KRSP-F (AOR)	57/ 3.7	5.3	5.6	6.3	7.6	5.2	66/1402	1190/11.9	15.4	19.4	114	4.4	77	1313	KRSP-F
11. KLZX-AF (AOR)	47/ 3.0	5.0	3.6	4.8	4.4	4.1	51/1069	1022/10.5	13.4	12.3	140	4.9	84	1029	KLZX-AF
KTKK (T)	47/ 3.0	1.7	3.1	3.4	1.8	2.8	47/537	537/ 5.4	3.2	4.2	33	2.4	41	558	KTKK
13. KMGR-F (AC)	45/ 2.9	2.6	3.2	4.0	3.6	3.2	48/789	732/ 7.3	7.4	8.3	148	2.3	40	426	KMGR-F
14. KZOL-AF (O)	40/ 2.6	2.2	1.3	1.1	2.1	1.8	40/766	751/ 7.5	8.7	6.1	154	2.2	39	557	KZOL-AF
15. KDYL (BB)	38/ 2.4	2.3	1.6	1.0	1.6	1.8	38/395	380/ 3.8	3.8	3.2	29	2.1	36	469	KDYL
16. KALL (AC)	37/ 2.4	2.4	2.3	3.7	2.4	2.7	38/910	895/ 9.0	7.8	8.4	125	2.7	47	703	KALL
17. KLVV-F (AC)	34/ 2.2	1.2	0.5	0.6	----	1.1	36/753	722/ 7.2	5.0	0.0	95	1.6	27	414	KLVV-F
KLCY-F (AC)	34/ 2.2	3.7	3.0	3.2	3.2	3.0	45/1156	910/ 9.1	10.2	8.1	141	0.7	13	544	KLCY-F
19. KKWY-F (AOR)	33/ 2.1	2.2	1.0	1.1	1.7	1.6	35/886	803/ 8.0	7.5	4.7	100	1.8	31	423	KKWY-F
20. KDAB-F (J/NA)	27/ 1.7	2.2	2.3	2.1	1.8	2.1	27/551	534/ 5.3	5.1	5.5	159	1.8	31	502	KDAB-F

12+ FM SHARE (METRO): 81.79% (1172 of 1433) (SUM 88: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>>	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F>	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KCPX-F>	1 KSFI-F>>
2 KISN-F	2 KKAT-F	2 KISN-F	2 KISN-F	2 KSFI-F	2 KSL	2 KSFI-F	2 KKAT-F	2 KSFI-F	2 KBER-F	2 KKAT-F
3 KZHT-F	3 KBER-F<	3 KCPX-F	3 KSOP-AF	KISN-F	3 KKAT-F	3 KISN-F	3 KISN-F	KISN-F<	3 KZHT-F	3 KTKK
4 KBER-F	4 KCPX-F	4 KBER-F	4 KSFI-F	4 KSOP-AF	4 KSOP-AF	4 KSL	4 KCPX-F	4 KCPX-F>	KKAT-F	KSL
5 KJQN-F	5 KZHT-F	5 KSFI-F<	5 KCPX-F	5 KCPX-F	5 KTKK	5 KALL <	5 KSOP-AF	5 KSOP-AF	5 KJQN-F<	KBER-F
6 KKAT-F	6 KRSP-F	6 KSOP-AF	6	6 KSL	6	6 KSOP-AF	6 KZHT-F	6 KBER-F	6 KSFI-F	6 KZHT-F
7	KJQN-F	7 KZHT-F	7	7	7	7	7	7	KISN-F	7 KLZX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZHT-F	1 KKAT-F>	1 KKAT-F>	1 KKAT-F	1 KKAT-F>	1 KBER-F	1 KBER-F	1 KRSP-F	1 KISN-F	1 KKAT-F
2 KKAT-F	2 KISN-F	2 KISN-F	2 KISN-F	2 KSFI-F	2 KJQN-F	2 KISN-F	2 KLZX-AF	2 KBER-F	2 KISN-F
3 KCPX-F	KCPX-F	3 KCPX-F	3 KCPX-F	3 KISN-F	3 KZHT-F	3 KRSP-F	KISN-F>	3 KLZX-AF	3 KRSP-F
4 KISN-F	4 KZHT-F	4 KSOP-AF>	4 KSOP-AF	4 KSOP-AF	KISN-F>	4 KLZX-AF	4 KKAT-F	KRSP-F	4 KLZX-AF<
5 KBER-F>	5	5 KLCY-F	KSFI-F	5 KCPX-F	5 KCPX-F	5 KJQN-F	KBER-F>	KKAT-F	5 KSFI-F
6 KRSP-F	6	6 KJQN-F>	6 KZHT-F	6	6 KLZX-AF	6 KZHT-F	6 KCPX-F	6 KJQN-F<	6 KSOP-AF
KJQN-F	7	7	7	7	7	7	7 KSOP-AF	7 KZHT-F	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KANN	1120	Ogden	0.4/0.9
KCGL-F	105.7	Salt Lake City	0.4/0.9
KFAM	700	N Salt Lake Cit	0.5/2.0
KISN	570	Salt Lake City	0.7/4.4
KLO	1430	Ogden	0.3/2.0
KRPN-F	107.9	Roy/Salt Lake C	1.0/2.8
KRSP	1060	S Salt Lake	1.6/4.3
KSOS-F	106.9	Brigham	1.1/3.5
KSRR	1400	Provo	0.4/1.4

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N)	, AC	ABC I, MBS,	$ 30.00	(Eastman)	Hatch
KDYL,	1280,	5 KW/500 W (DA-N)	, NOSTALGIA	SMN,	$ 22.00	(CBS)	
KISN,	570,	5 KW (DA-1)	, ??	,	$ 26.00	(Mc-Guild)	
KRSP,	1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC D,	$ 20.00	(Durpetti)	
KSL ,	1160,	50 KW	, MOR	CBS,	$ 90.00	(MMR)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, TALK	ABC T,	$ 23.00	(K & P)	
KUTR,	860,	50 KW/196 W	, RELIGION	NBC,	$ 20.00	(Christal)	Citadel

FM STATIONS

KBER,	106.3,	7 KW @ 2710,	AOR	,	$ 26.00	(Torbet)		
KCGL,	105.7,	14 KW @ 650,	RELIGION	,	$ 12.00	(---)	Mid America Gospel	
KCPX,	98.7,	27 KW @ 2930,	CHR	,	$ 60.00	(Katz)	John Price	
KDAB,	101.1,	25 KW @ 3740,	AOR	US 2,	$ 33.00	(HNWH)		(OGDEN)
KZOL,	96.1,	55 KW @ 2620,	OLDIES	TRNSTR,	$ 27.00	(HNWH)	Cook Inlet	(PROVO)
KISN,	97.1,	26 KW @ 3650,	CHR	,	$ 60.00	(Mc-Guild)		
KJQN,	95.5,	100 KW @ 680,	AOR	,	$ 27.00	(---)		(OGDEN)
KKAT,	101.9,	26 KW @ 3740,	COUNTRY	,	$ 74.00	(Banner)	Brown	(OGDEN)
KKWY,	97.9,	26 KW @ 3770,	AOR	TRNSTR,	$ 20.00	(CBS)		(OGDEN)
KLCY,	94.1,	24 KW @ 3030,	AC	ABC E,	$ 46.00	(Eastman)	Hatch	
KLVV,	99.5,	40 KW @ 2953,	AC	,	$ 21.00	(K & P)		(BOUNTIFUL)
KLZX,	93.3,	26 KW @ 3740,	CLASSIC AOR	,	$ 30.00	(Christal)	Citadel	
KMGR,	107.5,	49 KW @ 2850,	SOFT AC	,	$ 34.00	(HNWH)		(OREM)
KRPN,	107.9,	67 KW @ 2383,	OLDIES	,	$ N/A	(Christal)	Bonneville	(ROY)
KRSP,	103.5,	27 KW @ 3630,	AOR	ABC R,	$ 58.00	(Durpetti)		
KSFI,	100.3,	26 KW @ 3740,	BTFL/EZ	,	$ 65.00	(CBS)		
KSOP,	104.3,	25 KW @ 3650,	COUNTRY	,	$ 56.00	(MMR)		
KSOS,	106.9,	68 KW @ 2369,	??	,	$ 20.00	(Moore)		(BRIGHMAN)
KZHT,	94.9,	47 KW @ 2730,	CHR	,	$ 31.00	(Durpetti)		(PROVO)

FORMAT CODES

CHR	- Contemporart Hit Radio, Top 40, Contemporary
AC	- Adult Contemporary
O	- Oldies (1955 to near 1988)
B	- Black (audience predominantly Black - over 75%)
U	- Urban (majority of audience is non-white although a large segment is white)
EZ	- EZ listening, Beautiful Music
AOR	- Album Oriented Rock, also includes Classic Rock
CL	- Classical
C	- Country
T	- Talk
N	- News
SP	- Hispanic/Spanish
BB	- Big Band, Nostalgia
M	- Middle of Road (MOR), Full Service, Variety
J/NA	- Jazz and New Age
R	- Religion, Christian, Christian Music
G	- Gospel
E	- Ethnic
?	- Others or Unknown

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,027,900
MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/25
Diaries: 1286/799:1/51%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 6.6

1988 Revenue: $36,800,000
HH Inc.: $31,204
Retail $: 7.7 Bil
Pop per Station: 41,116
#1 Biller: WOAI $4,200,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCYY-F (C)	164/ 9.0	8.4	9.5	10.3	5.8	9.3	204/2434	1940/18.9	20.2	13.1	111	9.7	200	1739	KCYY-F
2. KITY-F (CHR)	138/ 7.6	6.8	6.2	7.0	9.2	6.9	147/2225	1995/19.4	19.2	19.8	61	11.1	230	2466	KITY-F
3. KSMG-F (AC)	132/ 7.3	6.4	3.9	5.4	5.1	5.8	145/1964	1733/16.9	17.3	13.1	148	5.8	119	1676	KSMG-F
4. KTFM-F (B)	120/ 6.6	6.0	7.2	5.7	6.8	6.4	129/2314	2136/20.8	21.3	18.8	77	6.6	136	2402	KTFM-F
5. KISS-F (AOR)	100/ 5.5	5.1	5.0	4.7	5.6	5.1	117/1824	1531/14.9	16.0	14.3	71	6.8	141	2133	KISS-F
6. KAJA-F (C)	96/ 5.3	5.6	5.1	5.5	4.6	5.4	112/1543	1331/12.9	13.8	10.5	125	5.4	111	1415	KAJA-F
7. KKYX (C)	92/ 5.1	5.4	4.2	3.9	4.3	4.7	226/2294	1098/10.7	8.6	8.9	88	4.3	88	1036	KKYX
8. WOAI (N/T)	86/ 4.7	6.0	7.9	6.4	6.4	6.3	146/1997	1357/13.2	14.1	14.8	94	4.3	88	1281	WOAI
9. KMMX-F (AC)	81/ 4.5	5.1	4.4	3.4	3.8	4.3	84/1485	1355/13.2	13.9	9.8	140	4.5	93	1177	KMMX-F
10. KSAQ-F (CHR)	80/ 4.4	3.1	3.3	3.4	3.2	3.5	81/1537	1479/14.4	13.1	11.9	66	4.0	82	1389	KSAQ-F
11. KZEP-F (AOR)	77/ 4.2	3.1	3.5	4.5	3.3	3.8	89/1259	1155/11.2	10.4	9.2	155	4.8	100	1064	KZEP-F
12. KTSA (MOR)	76/ 4.2	3.4	2.5	3.5	2.0	3.4	98/1302	957/ 9.3	9.5	6.5	36				KTSA
KQXT-F (EZ)	76/ 4.2	4.7	6.3	7.6	4.8	5.7	91/1426	1161/11.3	13.1	11.5	107	2.5	52	1201	KQXT-F
14. KCOR (SP)	66/ 3.6	5.2	5.6	7.0	6.0	5.3	68/867	831/ 8.1	7.6	7.7	92	3.4	71	854	KCOR
15. KONO (AC)	60/ 3.3	3.1	3.3	2.9	4.1	3.2	69/980	836/ 8.1	8.6	10.8	139	3.4	70	793	KONO
16. KZVE-F (SP)	54/ 3.0	3.1	2.1	2.2	3.2	2.6	55/542	505/ 4.9	5.3	8.7	87	2.4	50	464	KZVE-F
17. KSJL (CHR)	37/ 2.0	1.2	1.6	0.8	0.7	1.4	42/589	484/ 4.7	3.4	1.8	25	2.7	56	566	KSJL
18. KEDA (SP)	35/ 1.9	2.8	2.2	2.0	2.7	2.2	35/471	450/ 4.4	3.7	6.1	68	1.9	39	447	KEDA
19. KFAN-F (AC)	31/ 1.7	0.8	1.3	1.1	1.8	1.2	31/669	566/ 5.5	5.1	4.3	129	1.4	29	364	KFAN-F
20. KSAH (SP)	24/ 1.3	1.0	----	1.0	1.1	0.8	25/273	268/ 2.6	2.2	2.4	123	0.7	14	319	KSAH

12+ FM SHARE (METRO): 67.63% (1149 of 1699) (SUM 88: 60.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F>	1 KISS-F	1 KSMG-F<	1 KSMG-F	1 KSMG-F	1 KKYX <	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KITY-F>	1 KSJL
2 KTFM-F>	2 KCYY-F<	2 KCYY-F>	2 KCYY-F>	2 KCYY-F>	2 KCYY-F	2 KTFM-F<	2 KSMG-F>	2 KSMG-F	2 KISS-F	2 KQXT-F
3 KSAQ-F>	3 KITY-F	3 KISS-F<	3 KZEP-F<	3 KAJA-F<	3 KTSA <	3 KSMG-F	3 KITY-F	3 KITY-F<	3 KTFM-F	3 KCYY-F
4	4 KSMG-F	4 KITY-F	4 KAJA-F<	4 KZEP-F<	4 WOAI	4 WOAI	4 KMMX-F<	4 KTFM-F	4 KCYY-F>	4 KSMG-F
5	5 KZEP-F	5 KMMX-F	5 KMMX-F	5 KMMX-F	5 KSMG-F	KKYX <	5 KAJA-F	5 KISS-F	5 KSAQ-F<	5 KISS-F<
6	6 KMMX-F	KAJA-F<	6 KTFM-F	6 KTFM-F	6 KQXT-F<	6 KITY-F	6 KTFM-F	KAJA-F	6 KQXT-F<	6 WOAI <
7	7	7 KZEP-F<	7 KITY-F	7	7	7	7 KQXT-F	7 KKYX <	7 KTSA	7
							KISS-F<			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCYY-F	1 KSMG-F	1 KSMG-F	1 KSMG-F	1 KSMG-F>	1 KISS-F>	1 KISS-F	1 KZEP-F>	1 KCYY-F	1 KCYY-F
2 KITY-F	2 KMMX-F	2 KMMX-F>	2 KCYY-F	2 KCYY-F	2 KITY-F	2 KZEP-F	2 KISS-F<	2 KISS-F	2 KZEP-F<
KISS-F	KCYY-F<	3 KITY-F	3 KAJA-F<	3 KAJA-F	3 KSJL >	3 KCYY-F<	3 KCYY-F	3 KSMG-F<	3 KSMG-F>
4 KSAQ-F	4 KITY-F	4 KTFM-F	4 KMMX-F<	4 KMMX-F	4 KSAQ-F	4 KITY-F>	4 KSMG-F	4 KZEP-F	4 WOAI
5 KSMG-F	5 KTFM-F	5 KZEP-F	5 KTFM-F	5 KTFM-F	KCYY-F	5 KSMG-F	5 KMMX-F	5 KITY-F	5 KKYX
6 KTFM-F	KISS-F	KCYY-F>	6 KITY-F>	6 KITY-F<	6 KTFM-F>	6 KSAQ-F	6 KITY-F	6 KMMX-F	6 KISS-F<
KMMX-F	7 KSAQ-F	7	7	7 KQXT-F	7	7 KSJL	7	7 KAJA-F	7 KMMX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHL	1480	San Antonio	0.9/1.5
KGNB	1420	New Braunfels	0.4/1.4
KSLR	630	San Antonio	1.0/2.8
KWED	1580	Seguin	0.7/1.1
KXTN	1310	San Antonio	1.1/3.7

AM STATIONS

KCHL	1480	2.5 KW (DAYS, DA)	BLACK		$ 20.00	(Mc-Guild)	
KCOR	1350	5 KW (DA-N)	HISPANIC		$ 67.00	(Katz Hisp.)	Tichenor
KDRY	1100	11 KW/1 KW (DA-N)	RELIGION		$ 12.00	(---)	
KEDA	1540	5 KW/1 KW (DA-N)	HISPANIC		$ 38.00	(Caballero)	
KFHM	1160	10 KW/1 KW (DA-2)	HISPANIC		$ 19.00	(---)	
KKYX	680	50 KW/10 KW (DA-N)	COUNTRY	ABC I	$ 53.00	(Katz)	NewCity
KONO	860	5 KW/1 KW	OLDIES	NBC	$ 36.00	(Christal)	Genesis/Booth
KRIA	930	5 KW/1 KW (DA-N)	OLDIES		$ 26.00	(Lotus)	Adams
KRNS	1250	1 KW (DA-N)	NEWS/TALK		$ 35.00	(Torbet)	Lotus
KSAH	720	10 KW/1 KW (DA-2)	HISPANIC		$ 22.00	(Caballero)	
KSJL	760	50 KW/1 KW (DA-1)	AOR	SMN	$ N/A	(Eastman)	Inner City
KSLR	630	5 KW (DA-2)	RELIGION		$ 19.00	(---)	
KXTN	1310	5 KW (DA-N)	MOR		$ 29.00	(Banner)	
KXTN	1310	5 KW/280 W (DA-1)	HISPANIC		$ 29.00	(Lotus)	TK
WOAI	1200	50 KW	NEWS/TALK	CBS	$ 80.00	(Christal)	Clear Channel

FM STATIONS

KAJA	97.3	100 KW @ 472	COUNTRY		$ 65.00	(Christal)	Clear Channel
KCYY	100.3	98 KW @ 570	COUNTRY		$ 84.00	(Katz)	NewCity
KFAN	101.1	100 KW @ 620	AC		$ N/A	(Eastman)	(FREDERICKSBURG)
KISS	99.5	100 KW @ 1084	AOR	SOURCE	$ 70.00	(MMR)	Adams
KITY	92.9	100 KW @ 1016	CHR		$ 64.00	(Christal)	Genesis/Booth
KMMX	106.7	100 KW @ 1030	SOFT AC		$ 58.00	(Mc-Guild)	
KQXT	101.9	100 KW @ 700	BTFL/EZ		$ 59.00	(Group W)	Westinghouse
KSAQ	96.1	100 KW @ 480	CHR	NBC, US 1	$ 45.00	(Eastman)	Inner City
KSMG	105.3	100 KW @ 1240	OLDIES	US 1	$ 60.00	(CBS)	Rusk
KTFM	102.7	100 KW @ 670	CHR		$ 70.00	(Banner)	
KZEP	104.5	100 KW @ 660	CLASSIC AOR	MBS	$ 50.00	(Torbet)	Lotus
KZVE	107.5	100 KW @ 1514	HISPANIC		$ 44.00	(Eastman)	TK

MISCELLANEOUS COMMENTS: KRIA changed from HISPANIC to OLDIES in Sept.

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
EZ	EZ listening, Beautiful Music	J/NA	Jazz and New Age
AOR	Album Oriented Rock, also includes Classic Rock	R	Religion, Christian, Christian Music
CL	Classical	G	Gospel
C	Country	E	Ethnic
		?	Others or Unknown

SAN DIEGO

Arbitron Rank/Pop (12+): 16/1,985,100

MSA Rank/Pop: 16/2,310,600
ADI # 24
Average Person Ratings: 16.8
Market TSL: 22.0 hours

Stations: 42/30
Diaries: 2014/986:1/50.2%
Sample Target: 1610
% Below Line: 6.1
% Not Listed: 7.6

1988 Revenue: $78,000,000
HH Inc.: $39,167
Retail $: 16.8 Bil
Pop per Station: 66,170
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	319/ 9.6	8.8	8.9	9.5	8.9	9.2		4888/24.6	22.3	20.8	74	15.1	522	5972	KKLQ-AF
2. KFMB (MOR)	275/ 8.3	6.7	4.4	5.3	7.1	6.2		3673/18.5	17.8	17.2	100	6.3	218	2884	KFMB
3. KSDO (N/T)	205/ 6.2	6.0	5.6	6.2	6.8	6.0		2652/13.4	12.9	14.0	65	6.1	212	2016	KSDO
4. KSON-AF (C)	203/ 6.1	7.0	6.1	7.1	6.7	6.6		2774/14.0	14.4	11.9	110	8.6	277	2196	KSON-AF
5. XTRA-F (AOR)	185/ 5.6	4.6	5.0	5.1	5.2	5.1		3043/15.3	14.3	15.5	63	6.9	240	3733	XTRA-F
6. KFMB-F (CHR)	181/ 5.4	5.7	5.2	6.3	6.3	5.7		3659/18.4	18.7	20.9	122	5.1	178	2949	KFMB-F
7. KJQY-F (EZ)	180/ 5.4	6.6	8.3	6.2	6.9	6.6		2368/11.9	13.3	12.6	87	3.3	113	1474	KJQY-F
8. KGB -F (AOR)	166/ 5.0	8.8	5.3	9.2	5.8	7.1		2855/14.4	16.0	7.3	122	8.2	284	3546	KGB -F
9. KCBQ-AF (AC)	126/ 3.8	3.0	3.5	2.9	4.1	3.3		2325/11.7	11.8	11.7	158	2.5	83	1627	KCBQ-AF
10. KYXY-F (AC)	120/ 3.6	3.6	5.2	3.6	5.4	4.0		2088/10.5	10.2	11.7	153	2.9	99	1354	KYXY-F
11. KIFM-F (J/NA)	118/ 3.5	3.1	3.2	2.9	4.7	3.2		1924/ 9.7	10.7	10.7	166	2.9	101	1659	KIFM-F
12. XHRM-F (B)	108/ 3.2	3.2	3.8	2.8	2.2	3.3		1592/ 8.0	8.5	7.2	81	6.0	208	2192	XHRM-F
13. KKYY-F (AC)	102/ 3.1	3.5	3.8	3.2	2.6	3.4		1720/ 8.7	9.3	8.5	123	1.7	60	1142	KKYY-F
14. KPOP (N/T)	101/ 3.0	2.5	3.7	4.3	2.8	3.4		1353/ 6.8	6.9	6.8	47	1.3	45	918	KPOP
KFSD-F (CL)	101/ 3.0	2.6	3.4	2.8	2.7	3.0		1548/ 7.8	6.9	7.1	80	1.7	58	1247	KFSD-F
16. KGMG-F (AOR)	75/ 2.3	1.8	2.0	2.0	2.3	2.0		1129/ 5.7	5.1	5.8	109	2.8	98	1264	KGMG-F
17. KSDO-F (AOR)	68/ 2.0	1.9	1.8	1.6	1.5	1.8		1291/ 6.5	6.9	6.3	135				KSDO-F
18. XHTZ-F (AOR)	63/ 1.9	1.1	1.3	1.5	1.1	1.5		1404/ 7.1	7.4	6.5	111	1.4	48	1068	XHTZ-F
19. XTRA (N/T)	37/ 1.1	0.8	0.9	1.0	1.0	0.9		969/ 4.9	4.5	5.2	73	0.4	15	664	XTRA
20. KNX (N/T)	35/ 1.1	1.6	1.6	1.4	1.7	1.4		1065/ 5.4	6.4	6.0	73	0.7	24	997	KNX

NOTE: San Diego's Metro & TSA are the same

12+ FM SHARE (METRO): 70.97% (2186 of 3080) (SUM 88: 73.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KKLQ-AF	1 KKLQ-AF>	1 KKLQ-AF	1 KFMB	1 KFMB	1 KKLQ-AF	1 KKLQ-AF	1 KKLQ-AF	1 KFMB >	1 KSDO >>
2 XTRA-F>	2 XTRA-F	2 KGB -F<	KFMB	2 KKLQ-AF	2 KSDO	2 KFMB <	2 KSDO <	2 KFMB >	2 KKLQ-AF>	2 KGB -F
3 KFMB-F	3 KGB -F	3 XTRA-F	3 KFMB-F<	3 KSON-AF<	3 KJQY-F	3 KSDO	3 KJQY-F	3 KSON-AF	3 XTRA-F	3 KJQY-F<
4 XHRM-F	4 KFMB-F	4 KFMB-F	4 KGB -F<	4 KFMB-F	4 KSON-AF>	4 KSON-AF	4 KSON-AF	4 KFMB-F<	4 KGB -F	4 KKLQ-F
5	5 KKYY-F	5 KFMB	5 KCBQ-AF	5 KGB -F<	5 KPOP	5 KFMB-F	5 XTRA-F<	5 KSDO <	5 XHRM-F	5 KFMB <
6	6 KIFM-F<	6 KCBQ-AF	6 KIFM-F<	6 KCBQ-AF<	6 KFSD-F	6 KJQY-F	6 KFMB-F<	6 XTRA-F<	6 KFMB-F	6 KIFM-F
7	7 XHRM-F	7 KSON-AF<	7 KSON-AF	7 KIFM-F	7 KYXY-F	7 XTRA-F<	7 KGB -F	7 KGB -F	7 KSDO	7 KNX
8	8 KSON-AF	8 KIFM-F	8 KYXY-F	8 KYXY-F	8 KCBQ-AF	8 KGB -F	8 KYXY-F	8 KJQY-F	8	8
							KFMB			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>	1 KKLQ-AF	1 KFMB-F>	1 KKLQ-AF	1 KFMB-F
2 XTRA-F	2 KFMB-F>	2 KKLQ-AF	2 KFMB-F>	2 KKLQ-AF
3 XHRM-F	3 XTRA-F	3 KIFM-F	3 KIFM-F	3 KSON-AF
4 KFMB-F	4 KKYY-F	4 KSON-AF	4 KSON-AF<	4 KFMB
5 KKYY-F	KIFM-F<	KKYY-F	5 XHRM-F	5 KIFM-F
KGB -F>	6 XHRM-F<	6 KGB -F	KFMB <	6 KYXY-F
7 XHKY-F	7 KGB -F	7 KYXY-F	7 KGB -F	7 KJQY-F<
8 KIFM-F	8 KSON-AF	8	8 KYXY-F	8 KCBQ-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF	1 XTRA-F<	1 KGB -F>	1 KKLQ-AF	1 KFMB
2 XTRA-F>	2 KKLQ-AF	2 XTRA-F	2 XTRA-F<	2 KGB -F
3 KGB -F	3 KGB -F>	3 KKLQ-AF	3 KGB -F	3 KCBQ-AF
4 KGMG-F>	4 KKYY-F	4 KKYY-F	4 KCBQ-AF	4 KSON-AF<
5 KCBQ-AF	KGMG-F	KIFM-F	KFMB >	5 KKLQ-AF
6 XHRM-F	6 KCBQ-AF<	6 KSON-AF	6 KGMG-F<	6 KYXY-F
KKYY-F	7 KFMB-F	7 KCBQ-AF	7 KSON-AF	KIFM-F<
8 KFMB-F	8 KSON-AF	KFMB-F	8 KKYY-F	8 XTRA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	OCEANSIDE	0.6/1.4
KKOS-F	95.9	CARLSBAD	0.5/1.8
KOWA	1450	Escondido/SD	0.4/1.1
KOWF-F	92.1	ESCONDIDO/SNDGO	0.4/1.4
KPRZ	1210	SAN MARCOS/SD	0.5/2.3
KVSD	1000	VISTA	0.5/1.9
XHKY-F	95.7	TIJUANA/SD	0.8/1.3
XLTN-F	104.5	TIJUANA	0.6/2.2
KABC	790	LOS ANGELES	0.5/1.1
KBRT	740	Avalon	0.4/1.1
KFI	640	LOS ANGELES	0.8/3.3
KLOS-F	95.5	LOS ANGELE	0.3/1.7
KPWR-F	105.9	LOS ANGELES	0.4/2.4
KQLZ-F	100.3	Los Angeles	0.4/1.7
KRTH-F	101.1	Los Angeles	0.5/2.0
KWVE-F	107.0	San Clemente	0.5/1.8
XEAZ	1270	San Ysidro	0.4/0.6
XEMO	860	TIJUANA	0.6/1.7
XEXX	1420	Tijuana	0.3/0.9

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ N/A	(Banner)	Jeff-Pilot
KVSD,	1000,	2.5 KW/500 W (DA-2)	, TALK	ABC D,	$ 28.00	(---)	
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E,	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,	$ 75.00	(Republic)	Adams
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	,	$ 128.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 470,	AOR	,	$ 153.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)	
KIFM,	98.1,	28 KW @ 640,	JAZZ/NAC	,	$ 79.00	(CBS)	
KJQY,	103.7,	36 KW @ 650,	EZ	,	$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 128.00	(Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)	
KKYY,	94.9,	22 KW @ 710,	AC	,	$ 70.00	(Torbet)	Sandusky
KSON,	97.3,	50 KW @ 442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @ 590,	CLASSIC AOR	SMN,	$ 60.00	(Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	$ 49.00	(K & P)	
XHTZ,	90.3,	100 KW @ 1000,	AOR	,	$ 40.00	(---)	
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)	
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 92.00	(MMR)	Noble

MISCELLANEOUS COMMENTS: KSDO changed from JAZZ/NAC to CLASSIC AOR IN Sept.

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary
AC	Adult Contemporary
O	Oldies (1955 to near 1988)
B	Black (audience predominantly Black - over 75%)
U	Urban (majority of audience is non-white although a large segment is white)
EZ	EZ listening, Beautiful Music
AOR	Album Oriented Rock, also includes Classic Rock
CL	Classical
C	Country

T	Talk
N	News
SP	Hispanic/Spanish
BB	Big Band, Nostalgia
M	Middle of Road (MOR), Full Service, Variety
J/NA	Jazz and New Age
R	Religion, Christian, Christian Music
G	Gospel
E	Ethnic
?	Others or Unknown

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,954,500
MSA Rank/Pop: 28/1,626,100
ADI # 5
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 48/46
Diaries: 3518/1408:1/46.8%
Sample Target: 2650
% Below Line: 0.8
% Not Listed: 12.4

1988 Revenue: $168,200,000
HH Inc.: $41,900
Retail $: 38.0 Bil
Pop per Station: 107,706
#1 Biller: KGO $19,500,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	640/ 7.6	7.0	8.3	8.3	7.1	7.8	743/10249	8647/17.5	17.1	16.3	82	7.2	624	6949	KGO
2. KCBS	(N/T)	448/ 5.3	4.6	4.6	5.0	4.7	4.9	537/9718	8037/16.2	15.2	14.2	68	4.4	381	5122	KCBS
3. KNBR	(MOR)	425/ 5.0	3.5	2.6	2.2	4.3	3.3	562/9849	7288/14.7	12.0	13.1	110	4.2	366	6109	KNBR
4. KMEL-F	(CHR)	403/ 4.8	5.6	5.0	5.6	5.8	5.3	437/7669	6813/13.8	15.4	14.7	60	7.2	626	8948	KMEL-F
5. KOIT-AF	(AC)	343/ 4.0	4.9	3.8	4.2	3.4	4.2	346/6279	6115/12.3	13.3	8.7	132	2.4	183	3472	KOIT-A
6. KABL-AF	(EZ)	309/ 3.6	4.5	5.0	4.7	5.6	4.4	320/5250	4927/ 9.9	9.9	10.7	58	2.4	169	2302	KABL-A
7. KIOI-F	(AC)	304/ 3.6	3.9	3.6	3.9	4.0	3.8	313/6112	5866/11.8	11.2	12.1	122	3.0	264	4894	KIOI-F
8. KFRC	(BB)	261/ 3.1	3.5	3.7	3.4	3.4	3.4	332/5099	4137/ 8.3	9.3	8.6	48	2.1	178	2972	KFRC
9. KSOL-F	(B)	256/ 3.0	2.7	2.7	2.8	3.3	2.8	258/4741	4617/ 9.3	8.9	9.5	77	3.8	328	4731	KSOL-F
10. KSFO	(O)	244/ 2.9	2.4	1.7	2.1	3.1	2.3	253/5398	5023/10.1	9.5	10.1	103	2.1	186	3550	KSFO
KRQR-F	(AOR)	244/ 2.9	3.0	2.8	2.9	2.6	2.9	265/4817	4337/ 8.8	8.6	7.6	117	4.1	356	3843	KRQR-F
12. KKSF-F	(J/NA)	241/ 2.8	2.3	3.0	2.7	2.2	2.7	242/3519	3459/ 7.0	7.2	5.4	161	2.7	231	2322	KKSF-F
13. KXXX-F	(CHR)	232/ 2.7	2.8	2.8	2.2	2.7	2.6	236/5474	5204/10.5	10.2	9.9	59	3.7	322	4181	KXXX-F
KSAN-F	(C)	232/ 2.7	3.4	3.2	2.2	2.3	2.9	240/3854	3567/ 7.2	8.7	6.6	133	3.3	282	3170	KSAN-F
15. KDFC-AF	(CL)	201/ 2.3	2.3	2.8	2.9	1.9	2.6	207/3994	3774/ 7.6	7.3	6.3	78	1.2	102	1464	KDFC-A
16. KITS-F	(AOR)	191/ 2.3	2.7	2.6	3.0	2.4	2.7	192/3306	3222/ 6.5	7.2	6.1	91	3.3	284	2961	KITS-F
17. KKHI-AF	(CL)	180/ 2.1	2.0	2.3	3.0	1.7	2.3	182/3153	3037/ 6.1	5.6	5.5	90	1.6	101	1920	KKHI-A
18. KBAY-F	(EZ)	176/ 2.1	2.0	2.2	2.0	1.7	2.1	225/2948	2404/ 4.9	4.8	4.2	76	1.0	87	1043	KBAY-F
19. KFOG-F	(AOR)	175/ 2.1	2.0	2.0	1.8	2.1	2.0	185/3742	3539/ 7.1	7.2	6.5	138	2.6	227	3352	KFOG-F
20. KBLX-F	(J/NA)	157/ 1.9	2.3	2.3	2.8	2.4	2.3	159/3311	3176/ 6.4	6.4	6.5	142	2.8	240	2616	KBLX-F
21. KHQT-F	(CHR)	140/ 1.7	1.2	1.7	1.2	1.4	1.5	140/2047	2008/ 4.1	4.2	3.3	47	2.2	191	2338	KHQT-F
22. KOME-F	(AOR)	137/ 1.6	2.0	1.4	1.6	1.7	1.6	145/2673	2372/ 4.8	5.2	5.2	138	2.4	208	2193	KOME-F
23. KYA -F	(O)	124/ 1.5	1.7	1.7	1.6	1.3	1.6	127/2809	2618/ 5.3	5.9	4.8	133	1.7	148	2573	KYA -F
24. KARA-F	(AC)	116/ 1.4	1.3	1.1	1.0	1.1	1.2	125/1915	1788/ 3.6	3.9	3.3	143	1.1	92	1119	KARA-F
25. KJAZ-F	(J/NA)	111/ 1.3	0.7	1.1	0.8	1.0	1.0	113/1551	1498/ 3.0	2.3	3.4	162	1.1	94	1102	KJAZ-F
26. KSJO-F	(AOR)	95/ 1.1	1.1	1.4	1.6	1.6	1.3	104/2636	2320/ 4.7	4.2	4.6	100	1.8	154	2341	KSJO-F
27. KBRG-F	(SP)	91/ 1.1	0.8	1.0	0.8	1.1	0.9	92/889	864/ 1.7	1.8	2.2	55	0.8	69	939	KBRG-F
28. KNEW	(C)	89/ 1.1	1.4	1.3	1.1	1.6	1.2	53/1737	1634/ 3.3	4.0	4.1	91	1.1	97	1463	KNEW
29.																
30.																

12+ FM SHARE (METRO): 62.51% (4630 of 7407) (SUM 88: 61.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>>	1 KMEL-F	1 KOIT-AF<	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >	1 KGO	1 KNBR >	1 KGO >>
2 KXXX-F>	2 KRQR-F<	2 KGO <	2 KOIT-AF	2 KNBR <	2 KCBS	2 KCBS >>	2 KOIT-AF	2 KNBR	2 KGO <	2 KCBS >>
3 KHQT-F<	3 KIOI-F	3 KIOI-F	3 KNBR	3 KOIT-AF	3 KNBR	3 KNBR	3 KMEL-F<	3 KMEL-F	3 KMEL-F	3 KNBR >
4 KSOL-F>>	4 KITS-F	4 KMEL-F	4 KKSF-F	4 KKSF-F<	4 KABL-AF	KMEL-F	4 KABL-AF	4 KOIT-AF	4 KSFO	4 KSOL-F
5	5 KOIT-AF	5 KNBR <	KIOI-F	5 KIOI-F	5 KFRC	5 KOIT-AF	KCBS	5 KIOI-F	5 KSOL-F	KABL
6	6 KSOL-F<	6 KRQR-F	6 KRQR-F	6 KSAN-F	6 KOIT-AF	6 KIOI-F	6 KIOI-F	6 KCBS <	6 KCBS	6 KBLX-F
7	7 KFOG-F<	7 KKSF-F	7 KSAN-F	KCBS	7 KSFO <	7 KABL-AF	7 KKSF-F	7 KABL-AF<	7 KOIT-AF<	7 KMEL-F<
8	8 KXXX-F	8 KSOL-F	8 KMEL-F	8 KRQR-F	8 KDFC-AF	8 KRQR-F	8	8 KKSF-F	8 KXXX-F	8 KOIT-F>
9	9	KSAN-F	KFOG-F	9	KKSF-F	KFRC	9	9	9	9
10	10	KITS-F	KCBS	10	10	10	10	10	10	10
		KFOG-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F<	1 KIOI-F>	1 KIOI-F	1 KOIT-AF<	1 KMEL-F	1 KRQR-F	1 KRQR-F	1 KNBR	1 KNBR
2 KITS-F	2 KIOI-F>	2 KOIT-AF	2 KOIT-AF	2 KGO <	2 KXXX-F	2 KMEL-F	2 KMEL-F	2 KGO	2 KGO >
3 KSOL-F	3 KOIT-AF<	3 KMEL-F	3 KMEL-F>	3 KIOI-F>	3 KRQR-F	3 KFOG-F	3 KOIT-AF	3 KRQR-F	3 KSAN-F<
4 KIOI-F	4 KRQR-F	4 KRQR-F	4 KGO	4 KKSF-F	KFOG-F	4 KOME-F	KFOG-F<	4 KFOG-F	4 KKSF-F
5 KXXX-F	KITS-F	5 KKSF-F	5 KSOL-F<	5 KNBR <	5 KSJO-F<	5 KITS-F	5 KOME-F<	5 KSAN-F	5 KOIT-AF
6 KRQR-F	6 KSOL-F	6 KGO	6 KRQR-F<	6 KCBS <	6 KHQT-F	6 KOIT-AF	6 KITS-F	KKSF-F	6 KRQR-F
7 KOIT-AF	7 KXXX-F>	7 KFOG-F	7 KKSF-F<	7 KBLX-F	7 KSOL-F	7 KIOI-F	7 KGO	7 KOIT-AF	7 KFOG-F
KBRG-F>	8	KBLX-F	8 KITS-F	8 KMEL-F	8	8	8 KIOI-F	KOME-F	KCBS
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATD-F	95.3	Los Gatos	0.3/1.8
KDIA	1310	Oakland/SF	1.0/3.0
KEAR-F	106.9	San Francisco	0.5/1.3
KEEN	1370	San Jose	0.8/1.8
KEZR-F	106.5	San Jose	1.0/3.5
KFAX	1100	San Francisco	0.5/1.8
KIQI	1010	San Francisco	0.8/1.5
KLIV	1590	San Jose	0.3/1.2
KLOK	1170	San Jose/SF	0.5/2.0
KOFY	1050	San Mateo/SF	0.8/3.2
KOFY-F	98.9	San Francisco	0.7/2.7
KRPQ-F	104.9	Rohnert Park	0.5/0.6
KWSS-F	94.5	Gilroy	1.0/4.2
KZST-F	100.1	Santa Rosa	0.5/1.1
KRAK	1140	Sacramento	0.3/1.0
KSFM-F	102.5	Woodland	0.4/1.6

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	,	$ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(---)	Ragan Henry
KEST,	1450,	1 KW	, ETHNIC/VARIOUS		40.00	(---)	Douglas
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	US 1 MBS,	$ 60.00	(Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00	(Caballers)	
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00	(K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ	,	$ 160.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	,	$ 145.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00	(Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	,	$ 75.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC	,	$ 140.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 80.00	(Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 80.00	(HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 140.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR	,	$ 180.00	(Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC	,	$ 70.00	(K & P)	
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 137.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$ 170.00	(Katz)	Malrite
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00	(MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00	(MMR)	TA/Shaw
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$ 140.00	(Mc-Guild)	Emmis

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,198,600

MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 45/16
Diaries: 1423/842:1/45.2%
Sample Target: 1400
% Below Line: 47.9
% Not Listed: 56.7

1988 Revenue: $28,800,000
HH Inc.: $46,360
Retail $: 11.5 Bil
Pop per Station: 74,912
#1 Biller: KOME-F $4,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	(EZ)	123/ 6.3	6.6	6.9	6.2	4.5	6.5	207/2550	1560/13.0	14.2	11.5	86	3.7	78	689	KBAY-F
2. KHQT-F	(CHR)	121/ 6.2	4.1	6.3	4.4	5.6	5.3	140/1994	1715/14.3	14.1	11.6	48	7.9	167	1832	KHQT-F
3. KARA-F	(AC)	102/ 5.2	5.2	3.7	3.5	3.8	4.4	121/1835	1461/12.2	13.3	11.4	142	4.0	86	984	KARA-F
4. KOME-F	(AOR)	95/ 4.8	5.0	4.2	4.3	4.1	4.6	139/2413	1378/11.5	13.2	13.0	123	6.9	146	1584	KOME-F
5. KWSS-F	(CHR)	82/ 4.2	4.4	3.8	3.6	2.7	4.0	135/2914	1617/13.5	13.2	13.1	86	4.3	91	1382	KWSS-F
6. KEZR-F	(AC)	73/ 3.7	4.4	2.8	3.6	3.4	3.6	85/1747	1312/10.9	11.4	10.1	149	2.8	59	570	KEZR-F
7. KSJO-F	(AOR)	67/ 3.4	3.9	3.5	4.7	5.3	3.9	98/2361	1378/11.5	12.3	13.0	85	5.8	123	1799	KSJO-F
8. KEEN	(C)	46/ 2.3	3.4	2.4	1.7	2.7	2.5	66/875	644/ 5.4	5.5	5.3	65	2.4	52	557	KEEN
9. KDFC-AF	(CL)	40/ 2.0	1.4	1.4	2.0	1.9	1.7	95/2061	815/ 6.8	5.1	5.6	110	0.5	11	351	KDFC-A
10. KLIV	(BB)	26/ 1.3	2.3	1.7	2.5	1.7	2.0	28/521	372/ 3.1	5.8	5.0	15	1.1	24	488	KLIV
11. KATD-F	(C)	25/ 1.3	1.3	2.2	1.3	2.3	1.5	36/1038	718/ 6.0	6.7	10.8	92	1.6	33	715	KATD-F
12. KLOK	(SP)	23/ 1.2	1.1	1.1	1.2	1.0	1.2	34/808	366/ 3.1	2.9	4.6	50	0.9	19	231	KLOK
13. KLRS-F	(J/NA)	12/ 0.6	0.9	1.1	1.1	1.2	0.9	43/1017	506/ 4.2	3.1	3.0	167	0.7	14	234	KLRS-F
14. KNTA	(SP)	8/ 0.4	0.8	1.1	0.6	0.8	0.7	8/262	222/ 1.9	2.0	1.7	100	0.3	7	178	KNTA
KAZA	(SP)	8/ 0.4	0.8	1.1	0.7	0.7	0.8	15/291	173/ 1.4	1.7	1.4	150	1.0	22	244	KAZA

12+ FM SHARE (METRO): NA (SUM 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F	1 KOME-F<	1 KARA-F	1 KARA-F	1 KBAY-F>	1 KARA-F<	1 KARA-F	1 KHQT-F	1 KHQT-F>	1 KBAY-F<
2 KWSS-F>>	2 KHQT-F	2 KARA-F	2 KOME-F	2 KOME-F	2 KARA-F>	2 KBAY-F	2 KBAY-F	2 KOME-F	2 KBAY-F	2 KWSS-F
3 KATD-F	3 KSJO-F	3 KEZR-F<	3 KEZR-F>	3 KEZR-F<	3 KEEN	3 KOME-F<	3 KOME-F	KBAY-F	3 KWSS-F	3 KHQT-F>
4 KSJO-F>	4 KWSS-F	4 KSJO-F<	4 KBAY-F<	4 KBAY-F>	4 KEZR-F	4 KWSS-F	KHQT-F	4 KARA-F	4 KARA-F	4 KEZR-F
5 KOME-F	5 KEZR-F	5 KHQT-F	5 KWSS-F	5 KWSS-F	5 KDFC-AF	5 KHQT-F<	5 KEZR-F	5 KWSS-F<	5 KOME-F	KEEN
KBAY-F>>	KARA-F>>	6 KWSS-F	6 KHQT-F<	6 KHQT-F<	6 KLIV	6 KEZR-F>	6 KWSS-F	6 KSJO-F	6 KDFC-AF	6 KOME-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KARA-F	1 KARA-F
2 KOME-F	2 KEZR-F	2 KARA-F	2 KEZR-F>	2 KEZR-F
3 KARA-F	KARA-F	3 KWSS-F	3 KHQT-F	3 KBAY-F>
4 KSJO-F	4 KOME-F	4 KOME-F	4 KWSS-F<	4 KWSS-F>
5 KEZR-F	5 KWSS-F>	5 KHQT-F>	5 KBAY-F	5 KHQT-F
6 KWSS-F	6 KBAY-F	6 KBAY-F>	6 KOME-F>	6 KOME-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSJO-F>	1 KOME-F	1 KOME-F>>	1 KOME-F>	1 KOME-F>
2 KOME-F	2 KSJO-F>	2 KHQT-F	2 KSJO-F>	2 KARA-F>
3 KHQT-F	3 KHQT-F	3 KWSS-F	3 KARA-F	3 KSJO-F
4 KWSS-F>>	4 KWSS-F>	KSJO-F	4 KHQT-F	4 KBAY-F
5 KARA-F	5 KEZR-F	KEZR-F>	5 KWSS-F	5 KEZR-F
6 KEEN	KARA-F	6 KARA-F	6 KEZR-F	6 KWSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , HISPANIC CRC, $ 36.00 (Caballero)
KEEN, 1370, 5 KW (DA-2) , COUNTRY UPI, $ 45.00 (MMR)
KLIV, 1590, 5 KW (DA-N) , NOSTALGIA , $ 40.00 (Eastman) Empire
KLOK, 1170, 5 KW (DA-2) , HISPANIC IND, $ 40.00 (Katz Hisp.)
KNTA, 1430, 1 KW (DA-1) , HISPANIC , $ 37.00 (Lotus)

KARA-F, 105.7, 50 KW @ 500, AC , $ 80.00 (Eastman) Empire
KATD-F, 95.3, .4 KW @ 860, COUNTRY , $ 47.00 (Durpetti)
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ , $ 85.00 (MMR) Crown
KEZR-F, 106.5, 50 KW @ 430, AC , $ 62.00 (Christal)
KHQT-F, 97.7, 1.7 KW @ 875, CHR , $ 50.00 (HNWH) Anaheim
KOME-F, 98.5, 13 KW @ 880, AOR , $100.00 (Torbet) Infinity
KSJO-F, 92.3, 50 KW @ 464, AOR ABC R, $ 82.00 (Katz) Narragansett
KWSS-F, 94.5, 1 KW @ 2580, CHR , $ 93.00 (Mc-Guild) Nationwide
KLRS - See Monterey-Santa Cruz KATD-F changed formats from CHR to COUNTRY in Sept.

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,131,400
ADI #14
MSA Rank/Pop: Seattle - 26/1,801,000
Tacoma - 91/549,400
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 30/30
Diaries: 1771/1203:1/49.6%
Sample Target: 1780
% Below Line: 0.0
% Not Listed: 10.2

1988 Revenue: $73,500,000
HH Inc.: $35,634
Retail $: 17.6 Bil
Pop per Station: 71,046
#1 Biller: KIRO $18,200,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	328/ 9.7	9.6	10.0	11.0	10.6	10.1	374/5850	5154/24.2	25.3	24.3	85	7.5	302	5323	KIRO
2. KUBE-F	(CHR)	292/ 8.7	7.0	6.9	8.1	9.1	7.7	305/4800	4419/20.7	19.6	21.6	75	8.9	358	4526	KUBE-F
3. KMPS-AF	(C)	251/ 7.4	5.0	5.7	5.5	6.0	5.9	264/3116	2691/12.6	10.2	11.5	107	5.0	181	2025	KMPS-A
4. KPLZ-F	(CHR)	242/ 7.2	7.0	8.6	5.8	6.3	7.2	297/4754	3893/18.3	19.6	15.5	64	10.7	432	4155	KPLZ-F
5. KISW-F	(AOR)	201/ 6.0	4.7	4.2	4.1	5.7	4.8	203/3065	2825/13.3	11.5	12.2	93	7.6	306	2702	KISW-F
6. KXRX-F	(AOR)	155/ 4.6	4.1	3.8	4.3	3.7	4.2	175/2519	2206/10.4	9.8	9.8	117	6.8	272	2185	KXRX-F
7. KIXI	(BB)	154/ 4.6	2.8	3.1	4.2	4.6	3.7	179/2135	1785/ 8.4	6.5	8.5	46	2.8	111	1219	KIXI
8. KOMO	(MOR)	150/ 4.5	6.0	5.5	5.5	4.7	5.4	163/3258	2816/13.2	16.0	13.0	93	5.1	206	3174	KOMO
9. KBRD-F	(EZ)	149/ 4.4	4.7	4.6	4.2	4.2	4.5	177/2299	1883/ 8.8	9.6	7.3	64	2.5	100	839	KBRD-F
10. KRPM-AF	(C)	123/ 3.7	2.8	3.0	2.6	3.4	3.0	177/1849	1364/ 6.4	6.8	6.6	141	3.1	126	761	KRPM-A
11. KLSY-AF	(AC)	107/ 3.1	3.8	3.1	2.2	2.1	3.0	113/1999	1946/ 9.1	9.6	7.0	113	2.1	81	1456	KLSY-A
12. KBSG-AF	(O)	99/ 3.0	3.6	3.7	3.3	3.9	3.4	145/2661	2079/ 9.8	9.2	10.4	150	2.4	96	1311	KBSG-A
13. KING-F	(CL)	97/ 2.9	3.7	3.6	3.6	3.9	3.5	102/1872	1799/ 8.4	8.9	8.7	97	3.5	142	2308	KING-F
14. KLTX-F	(AC)	94/ 2.8	3.3	2.6	2.7	1.9	2.8	105/1964	1786/ 8.4	7.3	6.5	129	1.9	77	1086	KLTX-F
15. KING	(T)	80/ 2.4	2.8	2.7	3.0	2.2	2.7	~~84/1622~~	~~1529/~~ 7.2	8.3	5.5	100	2.4	95	1524	KING
16. KSEA-F	(AC)	77/ 2.3	2.2	2.9	3.1	3.4	2.6	97/1554	1263/ 5.9	6.0	7.8	100	0.9	36	571	KSEA-F
17. KZOK-F	(AOR)	69/ 2.0	2.3	2.2	2.4	2.5	2.2	121/2026	1789/ 8.4	8.6	7.4	150	3.9	157	2137	KZOK-F
18. KMGI-F	(AC)	67/ 2.0	2.7	2.8	2.6	3.3	2.5	9/1590	12917/ 6.1	5.9	8.3	135	1.7	70	888	KMGI-F
19. KNUA-F	(J/NA)	62/ 1.8	2.5	2.2	2.7	2.7	2.3	78/1112	1012/ 4.7	5.1	6.0	150	2.2	90	955	KNUA-F
20. KVI	(O)	52/ 1.5	1.6	2.0	2.0	1.9	1.8	54/1289	1188/ 5.6	6.0	7.0	153	1.5	61	1006	KVI
21. KEZX-F	(J/NA)	50/ 1.5	1.3	1.9	1.2	1.1	1.5	61/1072	909/ 4.3	4.1	3.4	160	0.9	56	443	KEZX-F
22. KCMS-F	(REL)	46/ 1.4	1.6	2.1	1.6	1.1	1.7	53/1103	927/ 4.3	4.6	3.8	114	2.2	88	1062	KCMS-F
23. KJR	(AC)	36/ 1.1	2.0	1.7	1.6	1.4	1.6	42/979	819/ 3.8	7.9	4.0	136	1.2	47	639	KJR
24.																
25.																

12+ FM SHARE (METRO): 70.07% (2121 of 3027) (SUM 88: 67.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F	1 KUBE-F	1 KUBE-F	1 KIRO	1 KIRO <	1 KIRO >	1 KIRO >	1 KUBE-F	1 KUBE-F	1 KIRO >	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KISW-F	2 KUBE-F<	2 KMPS-AF	2 KMPS-AF	2 KUBE-F	2 KMPS-AF	2 KIRO	2 KUBE-F	2 KIXI
3	3 KXRX-F<	3 KPLZ-F	3 KMPS-AF<	3 KUBE-F	3 KIXI	3 KMPS-AF	3 KPLZ-F	3 KPLZ-F	3 KPLZ-F	3 KMPS-F
4	4 KPLZ-F>	4 KXRX-F	4 KISW-F<	4 KISW-F<	4 KOMO	4 KPLZ-F	4 KISW-F	4 KMPS-AF	4 KISW-F	4 KUBE-F
5	5 KLSY-AF<	5 KMPS-AF	5 KXRX-F	5 KXRX-F<	5 KBRD-F	5 KOMO	5 KIRO	5 KISW-F<	5 KLSY-AF	5 KXRX-F
6	6 KMPS-AF	6 KIRO	6 KPLZ-F	6 KRPM-AF	6 KRPM-AF	6 KISW-F	6 KBRD-F	6 KXRX-F>	6 KIXI	6 KISW-F
7	7 KZOK-F	7 KLSY-AF	7 KBSG-AF	7 KPLZ-F<	7 KING-F	7 KXRX-F	7 KIXI	7 KOMO	7 KBRD-F	7 KBRD-F
8	8	8 KBSG-AF	8	8 KBSG-AF	8 KBSG-AF	8	8 KXRX-F	8	8 KING-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F	1 KUBE-F	1 KUBE-F>	1 KUBE-F	1 KUBE-F	1 KUBE-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KIRO
2 KPLZ-F>	2 KPLZ-F	2 KPLZ-F	2 KPLZ-F	2 KRPM-AF	2 KISW-F>	2 KUBE-F	2 KXRX-F	2 KUBE-F	2 KMPS-AF
3 KLSY-AF	3 KLSY-AF<	3 KXRX-F	3 KLSY-AF	3 KMPS-AF<	3 KPLZ-F	3 KXRX-F	3 KUBE-F>	3 KXRX-F	3 KISW-F
4 KISW-F	4 KXRX-F	4 KLSY-AF	4 KLTX-F	4 KIRO	4 KXRX-F>	4 KPLZ-F>	4 KZOK-F<	4 KMPS-AF<	4 KXRX-F
5 KXRX-F	5 KISW-F	5 KISW-F<	5 KMPS-AF	5 KPLZ-F	5 KMPS-AF>>	5 KMPS-AF	5 KIRO	KIRO	5 KUBE-F
6 KLTX-F	6 KLTX-F	6 KLTX-F	6 KXRX-F	6 KLTX-F	6 KSEA-F	6 KZOK-F	6 KMPS-AF	6 KPLZ-F	6 KOMO
7 KBRD-F>	7 KBRD-F	7 KRPM-AF	KBRD-F<	7 KBSG-AF<	7 KLSY-AF>	7 KIRO	7 KPLZ-F	7	7 KBSG-AF
8	8	KSEA-F	8	8	8	8	8 KRPM-AF	8	8
9	9	KMGI-F	9	9		9	9	9	9

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	0.5/1.8
KGNW	820	Burien/Seattle	0.4/1.9
KKFX	1250	Seattle	0.5/1.4

AM STATIONS

KBLE	1050	10 KW/453 W	RELIGION		$ 27.00	(---)	
KCIS	630	5 KW/2.5KW(DA-2)	RELIGION	UPI	$ 40.00	(---)	
KING	1090	50 KW (DA-2)	TALK	NBC	$ 60.00	(MMR)	King
KIRO	710	50 KW (DA-N)	NEWS/TALK	CBS	$ 287.00	(Torbet)	Bonneville
KIXI	880	50 KW/10 KW(DA-2)	NOSTALGIA		$ 53.00	(Republic)	Noble
KJR	950	5 KW (DA-1)	AC		$ 55.00	(HNWH)	Ackerly
KOMO	1000	50 KW (DA-N)	MOR	ABC I	$ 160.00	(Katz)	
KVI	570	5 KW	OLDIES		$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD	103.7	100 KW @ 1670	BTFL/EZ		$ 76.00	(CBS)	Entercom
KBSG	97.3	19 KW @ 700	OLDIES		$ 90.00	(Torbet)	Viacom
KCMS	105.3	115 KW @ 710	RELIGION	UPI	$ 47.00	(---)	
KEZX	98.9	100 KW @ 1095	JAZZ/AOR	ABC E	$ 60.00	(Republic)	Park
KING	98.1	100 KW @ 700	CLASSICAL		$ 72.00	(MMR)	King
KISW	99.9	100 KW @ 1134	AOR		$ 110.00	(Mc-Guild)	Nationwide
KLSY	92.5	100 KW @ 1085	AC	APR	$ 87.00	(Banner)	Sandusky
KLTX	95.7	100 KW @ 1166	SOFT AC		$ 64.00	(HNWH)	Ackerly
KMGI	107.7	100 KW @ 1175	AC		$ 66.00	(Republic)	Noble
KMPS	94.1	98 KW @ 1140	COUNTRY	APR	$ 125.00	(Mc-Guild)	EZ
KNUA	106.9	100 KW @ 810	JAZZ/NAC	ABC R	$ 60.00	(Durpetti)	Gannett
KPLZ	101.5	100 KW @ 1185	CHR		$ 85.00	(Durpetti)	Golden West
KRPM	106.1	100 KW @ 690	COUNTRY		$ 66.00	(Christal)	Heritage
KSEA	100.7	100 KW @ 720	SOFT AC		$ 71.00	(Torbet)	Bonneville
KUBE	93.3	100 KW @ 1273	CHR		$ 150.00	(MMR)	Cook Inlet
KXRX	96.5	81 KW @ 1205	CLASSIC AOR		$ 100.00	(Katz)	Shamrock
KZOK	102.5	100 KW @ 1157	AOR		$ 74.00	(Banner)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/502,500
MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 26/13
Diaries: 834/603:1/46%
Sample Target: 890
% Below Line: 34.1
% Not Listed: 12.1

1988 Revenue: $11,800,000
HH Inc.: $33,206
Retail $: 4.7 Bil
Pop per Station: 38,653
#1 Biller: WHYN-AF $3,800,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F	(AOR)	93/10.7	9.8	8.6	8.2	7.2	9.3	101/1331	1214/24.2	24.5	20.9	121	13.6	126	1272	WAQY-F
2. WTIC-F	(CHR)	91/10.5	7.6	9.1	7.9	9.2	8.8	96/1184	1154/23.0	22.5	22.7	88	11.1	103	1262	WTIC-F
3. WHYN-F	(AC)	84/ 9.7	11.5	8.2	10.3	9.5	9.9	97/1334	1182/23.5	24.2	23.7	133	10.1	93	1147	WHYN-F
4. WMAS-F	(AC)	69/ 8.0	9.2	7.3	10.2	9.1	8.7	72/938	912/18.1	18.3	11.4	146	7.4	68	874	WMAS-F
5. WHYN	(MOR)	68/ 7.8	8.3	5.3	5.5	5.6	6.7	68/939	926/18.4	19.4	14.3	101	6.6	61	747	WHYN
6. WRCH-F	(EZ)	53/ 6.1	7.2	10.1	8.7	8.9	8.0	53/687	657/13.1	16.3	14.9	52	4.5	42	606	WRCH-F
7. WMAS	(BB)	35/ 4.0	5.3	5.9	4.7	6.3	5.0	35/547	547/10.9	11.0	10.2	30	3.1	29	413	WMAS
8. WCCC-F	(AOR)	27/ 3.1	2.2	2.9	2.5	1.3	2.7	28/542	486/ 9.7	10.8	7.8	129	2.9	27	545	WCCC-F
9. WWYZ-F	(C)	26/ 3.0	3.5	2.6	2.2	0.4	2.8	30/398	342/ 6.8	8.4	1.1	123	3.2	30	429	WWYZ-F
10. WHMP-F	(CHR)	25/ 2.9	2.4	3.2	3.2	2.1	2.9	36/700	585/11.6	8.9	8.6	41	3.4	31	519	WHMP-F

12+ FM SHARE (METRO): 72.31% (551 of 762) (SUM 88: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F	1 WAQY-F	1 WAQY-F<	1 WHYN-F	1 WHYN	1 WAQY-F<	1 WAQY-F	1 WAQY-F	1 WTIC-F >	1 WTIC-F>
2 WAQY-F>	2 WTIC-F	2 WHYN-F	2 WHYN-F	WAQY-F	2 WRCH-F	2 WHYN-F	2 WHYN-F	2 WHYN-F<	2 WHYN	2 WMAS
3 WKSS-F	3 WHYN-F>	3 WTIC-F	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WHYN <	3 WTIC-F	3 WTIC-F	3 WAQY-F	WAQY-F
WHMP-F>	4 WCCC-F	4 WMAS-F>	4 WTIC-F	4 WTIC-F	4 WMAS	4 WTIC-F	4 WMAS-F>	4 WMAS-F	4 WHYN-F	4 WARE
5	5 WMAS-F	5	5	5 WHYN >	5 WHYN-F>	5 WMAS-F	5 WHYN <	5 WRCH-F	5 WMAS-F	5 WHYN
6	6	6	6	6	6	6	6 WRCH-F	6 WHYN	6 WHMP-F	6 WSRS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WTIC-F	1 WHYN-F	1 WTIC-F	1 WMAS-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>
2 WHYN-F	2 WHYN-F	2 WAQY-F<	2 WMAS-F	2 WHYN-F	2 WCCC-F	2 WCCC-F	2 WHYN-F	2 WHYN-F>	2 WHYN-F
3 WAQY-F	3 WAQY-F	3 WTIC-F	3 WHYN-F	3 WTIC-F	3 WTIC-F	3 WHYN-F	3 WCCC-F	3 WTIC-F	3 WHYN >
4 WHMP-F>>	4 WMAS-F>	4 WMAS-F>>	4 WAQY-F>>	4 WAQY-F	WHYN-F	4 WTIC-F>	4 WTIC-F	WCCC-F	4 WTIC-F
5 WKSS-F	5 WHMP-F	5 WWYZ-F	5 WHYN	5 WHYN	5 WAAF-F>	5 WHYN >	5 WHYN	5 WHYN	WMAS-F
WMAS-F>>	6 WKSS-F	WDRC-F	WHMP-F>	6 WWYZ-F	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	0.6/3.4
WARE	1250	Ware	1.4/3.9
WHMP	1400	Northampton	1.7/5.0
WIXY	1600	East Longmeadow	0.6/2.6
WNNZ	640	Westfield	1.8/5.8
WREB	930	Holyoke	2.4/3.8
WSPR	1270	Springfield	2.1/5.3
WAAF-F	107.3	Worcester	1.3/5.8
WDRC-F	102.9	Hartford	2.0/7.6
WHCN-F	105.9	Hartford	0.6/5.1
WIOF-F	104.1	Waterbury	1.4/2.2
WKSS-F	95.7	Hartford	1.7/8.5
WLVH-F	93.7	Hartford	0.8/1.1
WRSI-F	95.3	Greenfield	0.6/1.5
WSRS-F	96.1	Worcester	1.3/4.3
WTIC	1080	Hartford	1.8/5.6

RADIO STATIONS

WHMP, 1400, 1 KW , MOR	NBC, $ 18.00 (K & P)	
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC	ABC I, $ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS, 1450, 1 KW , NOSTALGIA	MBS, $ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES	US 2, $ 25.00 (---)	
WREB, 930, 500 W (DAYS) ,	, $ 13.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK	SUN, $ 20.00 (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR	ABC F, $ 55.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR	, $ 25.00 (K & P)	
WHYN-F, 93.1, 9 KW @ 1000, AC	, $ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC	, $ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 64/540,300

MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 22/17
Diaries: 916/590:1/52.8%
Sample Target: 920
% Below Line: 5.3
% Not Listed: 17.8

1988 Revenue: $15,800,000
HH Inc.: $36,884
Retail $: 4.3 Bil
Pop per Station: 31,782
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	133/15.7	11.8	14.7	13.8	17.2	14.0	168/2411	1780/32.9	31.4	31.6	139	12.7	122	1655	WYYY-F
2. WSYR	(MOR)	85/10.0	10.8	10.0	14.2	11.6	11.3	95/1357	1139/21.1	23.4	23.6	62	10.4	100	1224	WSYR
WNTQ-F	(CHR)	85/10.0	13.9	15.3	12.6	10.6	12.9	106/1960	1543/28.6	30.7	23.7	85	15.4	148	1683	WNTQ-F
4. WKFM-F	(AOR)	62/ 7.3	7.4	5.9	6.0	6.7	6.7	100/1507	1053/19.5	18.7	13.9	126	9.0	87	1307	WKFM-F
WAQX-F	(AOR)	62/ 7.3	7.8	6.2	8.0	5.3	7.3	79/1278	1097/20.3	18.7	15.8	75	11.1	107	1365	WAQX-F
6. WRHP-F	(EZ)	56/ 6.6	6.5	7.7	6.6	5.6	6.8	77/935	698/12.9	11.7	9.9	67	3.7	36	426	WRHP-F
7. WSEN-AF	(AC)	49/ 5.8	5.8	4.9	4.8	7.2	5.3	65/1027	846/15.7	16.5	13.8	145	4.9	40	441	WSEN-AF
8. WHEN	(MOR)	28/ 3.3	4.2	3.2	4.6	4.1	3.8	31/819	729/13.5	15.2	14.2	139	2.3	22	438	WHEN
9. WFBL	(BB)	24/ 2.8	0.7	----	----	----	0.9	27/345	289/ 5.3	2.7	0.0	43	1.7	16	208	WFBL
10. WEZG-F	(EZ)	23/ 2.7	2.7	4.6	4.2	4.8	3.5	23/431	415/ 7.7	9.1	9.4	119	1.0	10	140	WEZG-F

12+ FM SHARE (METRO): 76.65% (535 of 698) (SUM 88: 74.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WSYR >	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WNTQ-F	1 WYYY-F
2 WAQX-F>	2 WAQX-F<	2 WNTQ-F	2 WKFM-F	2 WKFM-F	2 WRHP-F	2 WSYR >	2 WNTQ-F	2 WNTQ-F	2 WYYY-F<	2 WSYR >>
3 WYYY-F	3 WKFM-F	WKFM-F	3 WNTQ-F	3 WNTQ-F<	3 WYYY-F>	3 WNTQ-F	3 WAQX-F<	3 WAQX-F	3 WSYR	3 WAQX-F>
4 WSEN-AF	4 WNTQ-F>	4 WAQX-F	4 WSEN-AF>	4 WSEN-AF>	4 WSEN-AF>	4 WKFM-F	4 WSYR	4 WKFM-F<	4 WAQX-F	4 WKFM-F
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR	5 WFBL	5 WHEN-F	5 WRHP-F	5 WSYR	5 WKFM-F	5 WSEN-F
6	6	6	6	6	6	6	6 WKFM-F	6 WRHP-F	6 WSEN-AF	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYYY-F	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WYYY-F>>	1 WAQX-F>	1 WYYY-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>
2 WNTQ-F	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WNTQ-F	2 WYYY-F	2 WKFM-F	2 WKFM-F>	2 WKFM-F	2 WKFM-F<
3 WAQX-F>	3 WAQX-F	3 WKFM-F	3 WSEN-AF	3 WSEN-AF>	3 WKFM-F	3 WAQX-F>>	3 WAQX-F>>	3 WAQX-F>	3 WSYR
4 WKFM-F>	4 WKFM-F	WAQX-F	4 WKFM-F	4 WHEN	4 WNTQ-F>>	4 WNTQ-F	4 WFRG-AF	4 WNTQ-F	4 WSEN-AF<
5 WSEN-AF>>	5	5 WSEN-AF>>	WAQX-F	5 WKFM-F	5 WOUR-F	5	WSYR	5	5 WAQX-F
6 WNYZ-F	6	6 WFRG-AF	6	6	6	6	WNTQ-F	6	6
7	7	WMHR-F	7	7	7	7	WHEN	7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMHR-F	102.9	Syracuse	1.6/3.9
WNDR	1260	Syracuse	1.5/5.1
WVOA-F	105.1	DeRuyter/Syrcus	0.4/2.4
WXRA	1220	North Syracuse	0.6/2.2
WFRG	1450	Rome/Utica	
WFRG-F	96.1	Rome/Utica	1.5/2.9
WNYZ-F	98.7	Utica/Rome	0.4/1.6
WOUR-F	96.9	Utica	0.9/3.7
WPCX-F	106.9	Auburn	2.1/5.4
WRCK-F	107.3	Utica	0.4/3.0

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N) , NOSTALGIA	CNN, $ 17.00 (Christal)	Wilkes-Schwartz
WHEN, 620, 5 KW/1 KW (DA-N) , MOR/AC	ABC E, $ 34.00 (Banner)	Park
WNDR, 1260, 5 KW (DA-N) , COUNTRY	CBS, $ 18.00 (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2) , MOR	NBC, $ 77.00 (Katz)	NewCity
WAQX-F, 95.7, 25 KW @ 300, AOR	ABC R, $ 46.00 (MMR)	Atlantic Ventures
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ	, $ 28.00 (Durpetti)	---
WKFM-F, 104.7, 50 KW @ 500, AOR	SOURCE, $ 34.00 (Christal)	Wilkes-Schwartz
WMHR-F, 102.9, 20 KW @ 780, RELIGION	, $ 10.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR	, $ 50.00 (Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ	ABC D, $ 38.00 (Banner)	Park
WSEN-F, 92.1, 25 KW @ 300, OLDIES	, $ 32.00 (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC	, $ 106.00 (Katz)	NewCity
WPCX-F, 106.9, 45 KW @ 530, COUNTRY	SMN, $ 18.00 (Market)	Scott (AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,756,466

MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 17.5
Market TSL: 23.50 hours

Stations: 27/23
Diaries: 1486/1425:1/50.8%
Sample Target: 1530
% Below Line: 10.4
% Not Listed: 12.3

1988 Revenue: $57,800,000
HH Inc.: $29,007
Retail $: 14.6 Bil
Pop per Station: 76,368
#1 Biller: WRBQ-F $18,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-F (CHR)	429/13.9	14.6	14.9	14.5	16.1	14.5	472/6519	5422/30.9	31.8	32.1	102	15.9	499	5184	WRBQ-F
2. WWRM-F (AC)	305/ 9.9	7.5	6.3	9.4	5.9	8.3	371/4318	3464/19.7	20.2	15.4	121	8.5	265	2456	WWRM-F
3. WQYK-F (C)	231/ 7.5	7.8	6.1	7.6	6.5	7.3	248/2780	2442/13.9	14.4	11.9	129	9.8	307	2542	WQYK-F
4. WYNF-F (AOR)	228/ 7.4	6.8	7.5	6.9	7.4	7.2	340/3490	2277/13.0	13.7	14.1	101	9.3	293	3722	WYNF-F
5. WDUV-F (EZ)	190/ 6.2	6.7	6.8	6.4	5.8	6.5	392/3397	1984/11.3	11.2	10.0	21	3.7	115	915	WDUV-F
6. WFLA (N/T)	154/ 5.0	4.2	6.3	4.7	4.7	5.1	177/2194	1891/10.8	9.8	10.3	84	3.9	121	1117	WFLA
7. WUSA-F (AC)	153/ 5.0	5.9	5.6	4.8	5.7	5.3	155/2327	2153/12.3	14.3	12.8	172	4.5	141	1610	WUSA-F
8. WNLT-F (AC)	135/ 4.4	5.7	4.3	4.1	5.9	4.6	150/2481	2145/12.2	14.0	12.8	148	6.6	207	2985	WNLT-F
9. WGUL-AF (BB)	116/ 3.8	3.7	5.5	3.3	3.7	4.1	116/1347	1307/ 5.1	7.4	7.1	11	3.6	102	485	WGUL-AF
10. WHVE-F (J/NA)	86/ 2.8	3.0	3.1	1.4	1.6	2.6	120/1611	1097/ 6.2	7.4	4.9	161	3.1	97	1292	WHVE-F
11. WFLZ-F (CHR)	80/ 2.6	3.5	2.7	4.3	2.9	3.3	212/2890	1355/ 7.7	9.5	8.8	177	3.8	120	1508	WFLZ-F
12. WDAE (BB)	79/ 2.6	3.9	3.0	2.7	3.7	3.0	90/1154	1007/ 5.7	5.7	6.1	31	2.3	73	786	WDAE
13. WTMP (B)	78/ 2.5	1.6	2.4	2.1	2.3	2.2	87/1053	924/ 5.3	4.4	4.5	100	3.9	123	801	WTMP
14. WSUN (C)	67/ 2.2	2.6	1.9	2.7	2.4	2.3	81/1455	1127/ 6.4	6.4	6.0	27	1.5	46	730	WSUN
15. WKRL-F (AOR)	60/ 1.9	3.2	3.1	3.7	3.8	3.0	73/1456	1232/ 7.0	8.9	10.2	184	4.1	127	1452	WKRL-F
16. WLVU-F (?)	47/ 1.5	1.2	0.8	1.2	1.0	1.2	50/590	552/ 2.5	2.8	2.9	20	0.3	8	162	WLVU-F
17. WLFF (BB)	45/ 1.5	0.9	1.2	1.4	1.6	1.3	48/509	445/ 2.5	1.8	2.3	7				WLFF
18. WXCR-F (O)	43/ 1.4	1.7	2.3	1.6	1.0	1.8	45/748	674/ 3.8	4.0	3.1	71	1.1	34	488	WXCR-F
19. WHBO (AC)	33/ 1.1	0.4	0.9	0.7	1.4	0.8	44/384	303/ 1.7	1.7	2.7	118	0.5	16	249	WHBO
20. WHLY-F (CHR)	30/ 1.0	0.5	0.4	0.3	0.8	0.6	54/955	508/ 2.9	2.0	1.8	80	0.7	23	1051	WHLY-F
WTKN (N/T)	30/ 1.0	1.1	0.9	0.9	1.8	1.0	38/817	690/ 3.9	4.0	4.1	40	0.4	12	259	WTKN
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 77.82% (2102 of 2701) (SUM 88: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRBQ-F>>	1 WRBQ-F	1 WRBQ-F>	1 WRBQ-F>	1 WRBQ-F	1 WWRM-F	1 WRBQ-F>	1 WWRM-F	1 WRBQ-F	1 WRBQ-F>	1 WXCR-F
2 WTMP	2 WYNF-F>>	2 WYNF-F>	2 WWRM-F	2 WWRM-F	2 WDUV-F	2 WWRM-F	WRBQ-F>	2 WWRM-F	2 WWRM-F	2 WRBQ-F>>
3 WYNF-F>	3 WNLT-F>	3 WWRM-F	3 WUSA-F	3 WQYK-F	3 WQYK-F>	3 WYNF-F	3 WYNF-F	3 WQYK-F	3 WYNF-F<	3 WSUN >>
4 WHLY-F>	4 WWRM-F	4 WUSA-F	4 WYNF-F	4 WUSA-F	4 WFLA <	4 WQYK-F	WQYK-F<	4 WYNF-F	4 WQYK-F<	4 WQYK-F<
5 WWRM-F	5 WKRL-F	WNLT-F	5 WQYK-F	5 WYNF-F	5 WRBQ-F	5 WFLA	5 WDUV-F	5 WDUV-F<	5 WSUN >	5 WDUV-F
6 WRXB	6 WUSA-F	6 WQYK-F>	6 WNLT-F>	6 WNLT-F>	6 WGUL-AF	6 WDUV-F	6 WUSA-F	6 WUSA-F	6 WNLT-F<	6 WFLA
WNLT-F	WQYK-F	7 WFLZ-F	7 WHVE-F	7 WFLZ-F<	7 WUSA-F	7 WUSA-F	7 WFLA	7 WNLT-F	7 WFLA	7 WWRM-F>>
8 WUSA-F>	8 WHVE-F	8 WHVE-F	WFLZ-F	8 WHVE-F	8 WDAE	8 WNLT-F	8 WGUL-AF<	8 WFLA >	8 WDUV-F	8 WTKN
9 WKTK-F	9 WFLZ-F	9 WFLA	9 WFLA	9 WFLA	9 WSUN >	9 WGUL-AF<	9 WNLT-F>	9 WGUL-AF	9 WHVE-F	9 WYNF-F
WKRL-F	10 WTMP	10 WKRL-F	10 WKRL-F	10 WKRL-F	10 WHVE-F	10 WDAE	10 WFLZ-F	10 WFLZ-F	10 WXCR-F	10 WUSA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRBQ-F>>	1 WRBQ-F>>	1 WRBQ-F>	1 WRBQ-F>>	1 WRBQ-F
2 WYNF-F	2 WNLT-F	2 WNLT-F>	2 WNLT-F<	2 WWRM-F>
3 WNLT-F>>	3 WYNF-F>	3 WYNF-F	3 WWRM-F	3 WUSA-F
4 WFLZ-F	4 WWRM-F	4 WUSA-F	4 WYNF-F	4 WQYK-F
5 WWRM-F	5 WUSA-F<	WKRL-F	5 WUSA-F	WNLT-F>
WTMP >	6 WTMP	6 WWRM-F	6 WQYK-F	6 WYNF-F
7 WQYK-F	WKRL-F	7 WHVE-F>	7 WFLZ-F	7 WFLZ-F<
WLVU-F>	WFLZ-F	8 WTMP	8 WTMP	8 WHVE-F
9 WUSA-F>	9 WHVE-F	WQYK-F	9 WHVE-F	9 WTMP
10 WHVE-F	10 WQYK-F	10 WFLZ-F	10 WKRL-F	10 WKRL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F	1 WRBQ-F<
2 WRBQ-F>>	2 WRBQ-F>>	2 WRBQ-F>	2 WRBQ-F>	2 WQYK-F<
3 WNLT-F>	3 WWRM-F	3 WWRM-F	3 WWRM-F	3 WWRM-F
4 WFLA >>	WQYK-F<	4 WQYK-F	4 WUSA-F<	4 WYNF-F
5 WUSA-F	5 WKRL-F	5 WKRL-F	5 WQYK-F>	5 WUSA-F>
WKRL-F	6 WUSA-F<	6 WUSA-F	6 WFLA <	6 WFLA
7 WHLY-F	7 WNLT-F	7 WHVE-F>	7 WNLT-F	7 WHVE-F
WQYK-F>	8 WFLA	8 WNLT-F	8 WHVE-F	WFLZ-F
9 WHVE-F	9 WHVE-F>	WFLA	9 WFLZ-F	9 WNLT-F
WHBO	10 WFLZ-F	10 WFLZ-F	10 WKRL-F	10 WKRL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQBN	1300	Temple Terrace	0.6/0.8
WQYK	1010	Seffner/Tampa	0.7/1.7
WRBQ	1380	St Petersburg	0.5/2.1
WRXB	1590	St Pete Bch/Tam	0.4/1.7
WKTK-F	98.5	Crystal Rvr.	0.5/1.3

AM STATIONS

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WDAE, 1250,  5 KW (DA-N)        , NOSTALGIA           ABC I, $  54.00 (Mc-Guild)        Gannett
WFLA,  970,  5 KW (DA-2)        , NEWS/TALK             NBC, $  68.00 (Eastman)         Jacor
WHBO, 1040,  5 KW (DAYS)        , OLDIES                   , $  38.00 (MMR)             Metroplex
WLFF,  680,  1 KW (DAYS)        , NOSTALGIA                , $  27.00 (---)             Century
WQYK, 1010, 50 KW/5 KW (DA-2)   , BASICALLY A SIMULCAST WITH WQYK-F
WRBQ, 1380,  5 KW (DA-N)        , SIMULCAST WITH WRBQ-F

WRXB, 1590,  5 KW/1 KW (DA-2)   , BLACK         NBC, ABC C, $  26.00 (---)
WSUN,  620, 10 KW (DA-N)        , COUNTRY         CBS, MBS, $  71.00 (CBS)             CBS
WTKN,  570,  5 KW/10 KW (DA-2)  , TALK/NEWS       MBS, CBS, $  48.00 (HNWH)            Susquehanna
WTMP, 1150,  5 KW/2.5 KW (DA-2), BLACK                  SBN, $  34.00 (HNWH)
WGUL,  860,  2 KW/1.6 KW (DA-2), SIMULCAST WITH WGUL-F
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FM STATIONS

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WFLZ,  93.3,  99 KW @ 1350, CHR                        , $  60.00 (Eastman)        Jacor
WGUL, 105.5,   3 KW @  300, NOSTALGIA               MBS, $  44.00 (Roslin)         Marcocci
WKRL,  97.9, 100 KW @  649, CLASSIC AOR          SOURCE, $  79.00 (Banner)         Sandusky
WLVU, 106.3,   3 KW @  300,   ??                       , $  35.00 (---)
WNLT,  95.7, 100 KW @  650, AC                         , $  84.00 (MMR)            Metroplex
KQYK,  99.5, 100 KW @  550, COUNTRY                    , $ 136.00 (Katz)           Infinity

WRBQ, 104.7, 100 KW @  555, CHR                   ABC F, $ 325.00 (Christal)       Edens
WUSA, 100.7, 100 KW @  630, AC                         , $ 108.00 (Mc-Guild)       Gannett
WWRM, 107.3, 100 KW @  649, SOFT AC                    , $  80.00 (Durpetti)       Cox
WXCR,  92.5,  50 KW @  500, OLDIES                  UPI, $  48.00 (CMBS)           Entercom
WYNF,  94.9, 100 KW @ 1360, AOR                  RADRAD, $  98.00 (CBS)            CBS

WHVE, 102.5, 100 KW @  570, JAZZ/NAC                   , $  58.00 (HNWH)           Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @  649, BTFL/EZ                 MBS, $  60.00 (Christal)                  (BRADENTON)
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<u>MISCELLANEOUS COMMENTS:</u> WXCR-F changed formats from CLASSICAL to OLDIES in Oct.
WFLZ-F changed formats from OLDIES to CHR in Sept.

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**************************************************** F O R M A T   C O D E S ************************************************
*                                                                                                                           *
* CHR - Contemporart Hit Radio, Top 40, Contemporary                    T     - Talk                                        *
* AC  - Adult Contemporary                                              N     - News                                        *
* O   - Oldies (1955 to near 1988)                                      SP    - Hispanic/Spanish                            *
* B   - Black (audience predominantly Black - over 75%)                 BB    - Big Band, Nostalgia                         *
* U   - Urban (majority of audience is non-white                        M     - Middle of Road (MOR), Full                  *
*             although a large segment is white)                                Service, Variety                            *
* EZ  - EZ listening, Beautiful Music                                   J/NA  - Jazz and New Age                            *
* AOR - Album Oriented Rock, also includes Classic Rock                 R     - Religion, Christian, Christian Music*
* CL  - Classical                                                       G     - Gospel                                      *
* C   - Country                                                         E     - Ethnic                                      *
*                                                                       ?     - Others or Unknown                           *
*                                                                                                                           *
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TOLEDO

Arbitron Rank/Pop (12+): 72/502,400
MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 24/15
Diaries: 1115/451:1/52.8%
Sample Target: 1010
% Below Line: 13.8
% Not Listed: 11.6

1988 Revenue: $153,000,000
HH Inc.: $32,816
Retail $: 5.1 Bil
Pop per Station: 33,493
#1 Biller: WMHE-F $3,600,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRQN-F	(CHR)	97/11.6	11.3	11.8	9.0	7.2	10.9	124/1888	1382/27.5	24.9	19.3	80	15.3	149	1571	WRQN-F
2. WKKO-F	(C)	91/10.9	9.6	9.1	10.7	10.6	10.1	114/1389	1016/20.2	19.2	17.6	128	6.9	67	815	WKKO-F
3. WWWM-F	(AC)	83/ 9.9	6.9	9.1	7.6	6.2	8.4	89/1278	1037/20.6	18.4	15.7	141	6.2	60	945	WWWM-F
4. WIOT-F	(AOR)	81/ 9.7	12.9	11.4	12.2	10.3	11.5	155/1910	1153/22.9	23.6	24.3	103	18.3	178	1821	WIOT-F
5. WMHE-F	(CHR)	78/ 9.3	7.7	9.7	8.9	10.8	8.9	164/2787	1504/29.9	25.6	27.9	100	10.9	106	1579	WMHE-F
6. WLQR-F	(EZ)	69/ 8.2	8.7	9.3	7.4	8.1	8.4	97/1221	809/16.1	18.9	16.4	89	5.6	54	468	WLQR-F
7. WSPD	(MOR)	46/ 5.5	5.7	5.7	5.2	7.2	5.5	52/916	711/14.2	15.6	16.1	64	6.2	60	769	WSPD
8. WJR	(MOR)	41/ 4.9	6.8	4.0	4.7	5.5	5.1	125/1382	667/13.3	15.8	13.4	82	5.0	49	499	WJR
CKLW	(BB)	41/ 4.9	3.6	3.3	3.9	4.3	3.9	64/912	498/ 9.9	6.8	8.4	49	3.2	31	442	CKLW
10. WVOI	(B)	23/ 2.7	3.2	2.8	3.7	5.4	3.1	23/267	267/ 5.3	7.6	7.6	122	3.0	29	383	WVOI
11. WTOD	(C)	20/ 2.4	3.3	2.6	6.1	3.0	3.6	24/386	312/ 6.2	7.5	7.9	29	1.3	13	195	WTOD
12. WCWA	(O)	14/ 1.7	2.3	1.3	2.8	2.8	2.0	15/382	350/ 7.0	7.9	7.0	182	2.1	20	228	WCWA
13.																

12+ FM SHARE (METRO): 72.60% (538 of 741) (SUM 88: 67.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F<	1 WWWM-F<	1 WWWM-F	1 WWWM-F	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WRQN-F<	1 WRQN-F	1 WSPD
2 WMHE-F	2 WRQN-F	2 WIOT-F<	2 WKKO-F	WKKO-F>	2 WLQR-F	2 WRQN-F	2 WWWM-F	2 WKKO-F<	2 WSPD <	2 WIOT-F
3	3 WWWM-F<	3 WRQN-F	3 WIOT-F	3 WIOT-F	3 WSPD	3 WIOT-F	3 WRQN-F	3 WMHE-F	3 WIOT-F<	3 WTWR-F
4	4 WMHE-F>	4 WKKO-F<	4 WRQN-F<	4 WRQN-F	4 CKLW	4 WWWM-F	4 WMHE-F<	4 WWWM-F<	4 WMHE-F	WKKO-F>
5	5 WKKO-F	5 WMHE-F	5 WMHE-F	WMHE-F	5 WJR	5 WMHE-F	5 WIOT-F<	5 WIOT-F	5	5 WMHE-F
6	6	6	6	6	6	6	6 WLQR-F	6 WLQR-F	6	6 WJR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F	1 WWWM-F	1 WWWM-F<	1 WWWM-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F
2 WMHE-F	2 WWWM-F<	2 WMHE-F<	2 WRQN-F	2 WKKO-F	2 WRQN-F>	2 WRQN-F>	2 WWWM-F	2 WKKO-F	2 WKKO-F
3 WWWM-F	3 WMHE-F>	3 WRQN-F>>	3 WMHE-F	3 WMHE-F	3 WMHE-F	3 WWWM-F<	WRQN-F	3 WWWM-F<	3 WWWM-F>
4 WIOT-F>	4 WIOT-F>	4 WIOT-F	4 WKKO-F>	4 WRQN-F	4 WKKO-F>	4 WMHE-F	4 WKKO-F	4 WRQN-F	4 WRQN-F
5 WKKO-F	5 WKKO-F	5 WKKO-F	5 WLQR-F	5 WLQR-F	5 WWWM-F>>	WKKO-F	5 WMHE-F	5 WMHE-F	5 WMHE-F
6	6	6	6 WIOT-F	6	6	6	6	6	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFOB	1430	Toledo	0.5/1.4
WMTR-F	95.9	Rchbold/Wauseon	0.5/1.7
WOHO	1470	Toledo	1.0/3.2
WRED-F	95.7	Gibsonburg/Tol	0.4/1.9
WTWR-F	98.3	Monroe	0.5/3.3
CKMR-F	93.9	Windsor	0.8/2.9
WGPR-F	107.5	Detroit	0.4/2.4
WIQB-F	102.9	Ann Arbor	0.5/3.3
WJLB-F	97.9	Detroit	0.8/3.1
WRIF-F	101.1	Detroit	0.7/2.5
WWJ	950	Detroit	0.4/1.2
WWWE	1100	Cleveland	0.4/0.9

RADIO STATIONS

WCWA, 1230, 1 KW, OLDIES	MBS, CBS, $ 20.00 (Eastman)	Reams
WOHO, 1470, 1 KW (DA-2), COUNTRY	, $ 16.00 (Durpetti)	
WSPD, 1370, 5 KW (DA-N), MOR	NBC, $ 42.00 (Katz)	WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA), COUNTRY	ABC I, $ 31.00 (Country)	Booth
WVOI, 1520, 1 KW (DA-2), BLACK	SBN, $ 19.00 (Roslin)	
WIOT-F, 104.7, 50 KW @ 500, AOR	SOURCE, $ 60.00 (Eastman)	Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ	ABC D, $ 46.00 (Katz)	WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR	, $ 26.00 (Banner)	(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY	ABC F, $ 51.00 (MMR)	Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC	, $ 43.00 (Durpetti)	
WMHE-F, 92.5, 50 KW @ 480, CHR	ABC F, $ 79.00 (Christal)	Osborn

CKLW, WSPD -- See Denver

TUCSON

Arbitron Rank/Pop (12+): 63/543,600
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 21/20
Diaries: 928/586:1/54.7%
Sample Target: 880
% Below Line: 2.5
% Not Listed: 13.0

1988 Revenue: $17,100,000
HH Inc.: $27,740
Retail $: 4.0 Bil
Pop per Station: 27,180
#1 Biller: KRQQ-F $2,900,000

12+ METRO			1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KRQQ-F	(CHR)	207/20.9	21.5	23.0	18.0	22.4	20.9	254/2341	1958/36.0	37.0	33.9	78	31.1	318	2053	KRQQ-F
2.	KLPX-F	(AOR)	104/10.5	7.9	8.9	7.6	8.8	8.7	106/1245	1233/22.7	18.1	16.9	119	11.4	116	1304	KLPX-F
3.	KIIM-F	(C)	102/10.3	6.9	10.4	11.6	10.2	9.8	121/1333	1082/19.9	14.0	19.2	124	6.8	69	930	KIIM-F
4.	KJYK-F	(EZ)	88/ 8.9	8.0	7.6	6.0	8.2	7.6	101/1015	892/16.4	16.6	16.3	111	4.3	44	479	KJYK-F
5.	KWFM-AF	(O)	85/ 8.6	9.7	7.0	8.5	10.0	8.4	109/1712	1272/23.4	25.0	24.5	170	8.0	75	1166	KWFM-AF
6.	KNST	(N/T)	32/ 3.2	4.0	4.0	4.4	3.0	3.9	32/527	518/ 9.5	11.1	7.8	75	2.8	29	374	KNST
7.	KCUB	(C)	30/ 3.0	3.9	2.7	3.2	2.4	3.2	30/411	401/ 7.4	8.0	6.7	53	2.7	28	401	KCUB
8.	KXEW	(SP)	28/ 2.8	0.9	2.9	2.9	2.1	2.4	28/333	323/ 5.9	2.6	3.1	100	2.9	30	314	KXEW
9.	KGVY	(BB)	27/ 2.7	2.9	3.6	5.2	2.2	3.6	31/256	242/ 4.5	4.5	3.1	7	2.4	24	206	KGVY
10.	KUPD-F	(AOR)	25/ 2.5	3.0	2.7	2.0	2.9	2.5	28/457	407/ 7.5	7.3	6.3	80	4.8	49	531	KUPD-F
	KMRR	(BB)	25/ 2.5	3.5	3.9	5.3	1.5	3.8	25/306	296/ 5.4	5.9	2.9	24	3.2	33	297	KMRR
12.	KXMG-F	(SP)	17/ 1.7	0.9	0.4	0.4	0.3	0.9	17/159	159/ 2.9	2.1	1.2	82				KXMG-F
	KQYT-F	(EZ)	17/ 1.7	2.6	2.1	1.3	1.2	1.9	17/360	341/ 6.3	6.7	4.7	82	1.7	17	170	KQYT-F
14.																	
15.																	

12+ FM SHARE (METRO): 75.38% (649 of 861) (SUM 88: 72.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F	1 KIIM-F>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>	1 KRQQ-F>>	1 KTKT >>
2	2 KLPX-F>>	2 KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KIIM-F	2 KJYK-F	2 KLPX-F>	2 KLPX-F	2 KJYK-F
3	3 KJYK-F	3 KWFM-AF	3 KLPX-F	3 KIIM-F<	3 KJYK-F>	3 KWFM-AF	3 KLPX-F	3 KIIM-F<	3 KIIM-F>	3 KMRR
4	4 KWFM-AF	4 KJYK-F	4 KIIM-F	4 KLPX-F	4 KRQQ-F	4 KLPX-F	4 KWFM-AF<	4 KJYK-F	4 KJYK-F<	4 KQTL
5	5 KIIM-F	5 KIIM-F	5 KJYK-F	5 KJYK-F>>	5	5 KJYK-F>	5 KIIM-F>>	5 KWFM-AF>>	5 KWFM-AF>	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>
2 KLPX-F	2 KLPX-F	2 KLPX-F	2 KJYK-F	2 KJYK-F
3 KJYK-F>	3 KJYK-F	3 KJYK-F	3 KLPX-F	3 KIIM-F
4 KIIM-F	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF	4 KWFM-AF
5	5 KIIM-F	5 KIIM-F>>	5 KIIM-F	5 KLPX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLPX-F	1 KLPX-F	1 KLPX-F>	1 KLPX-F	1 KWFM-AF
2 KRQQ-F>>	2 KRQQ-F>>	2 KRQQ-F	2 KRQQ-F	2 KLPX-F
3 KUPD-F	3 KWFM-AF	3 KWFM-AF>	3 KWFM-AF>	3 KIIM-F
4 KJYK-F>>	KJYK-F	4 KIIM-F	4 KIIM-F	4 KRQQ-F
5	5 KUPD-F	5 KJYK-F	5 KJYK-F	5

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIR	1490	Tucson	0.9/3.6
KAWV-F	103.1	Oracle	1.1/4.6
KQTL	1210	Sahuarita	1.5/3.7
KTKT	990	Tucson	1.3/5.2
KTUC	1400	Tucson	0.9/4.5
KTZR	1450	Tucson	0.8/1.9
KVOI	690	Tucson	0.9/2.3

RADIO STATIONS

KAIR,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00	(Christal)	Duchossois	
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	SMN,	$ 20.00	(MMR)	American	
KCUB,	1290,	1 KW	, COUNTRY	,	$ 32.00	(Katz)		
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00	(---)		
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00	(Republic)		
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00	(Mc-Guild)	Nationwide	
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00	(Caballero)		
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	UPI, TRNSTR,	$ 18.00	(HNWH)	Lotus	
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00	(Roslin)		
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00	(Lotus)		
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00	(Republic)		(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00	(Katz)		
KJYK-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00	(Christal)	Duchossois	
KQYT-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00	(HNWH)	Lotus	
KQYT-F.	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00	(K & P)		(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00	(Mc-Guild)	Nationwide	
KWFM-F,	92.9,	90 KW @ 2036,	OLDIES	RADRAD,	$ 53.00	(MMR)	American	
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00	(Lotus)		(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/649,100
MSA Rank/Pop: 68/733,000
ADI # 56
Average Person Ratings: 16.1
Market TSL: 21.75 hours

Stations: 19/19
Diaries: 1075/604:1/53.8%
Sample Target: 970
% Below Line: 0.0
% Not Listed: 10.2

1988 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.8 Bil
Pop per Station: 34,163
#1 Biller: KWEN-F $2,900,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	130/12.5	10.6	11.0	14.4	12.2	12.1	166/1884	1289/19.9	18.3	21.5	115	16.2	185	1799	KMOD-F
2. KWEN-F (C)	115/11.0	11.7	8.1	8.4	9.1	9.8	165/2207	1443/22.2	25.4	17.2	126	9.5	109	1264	KWEN-F
3. KRMG (MOR)	90/ 8.6	9.3	11.0	9.2	10.1	9.5	104/1576	1294/19.9	19.3	18.0	70	7.2	82	1171	KRMG
4. KAYI-F (CHR)	87/ 8.3	9.3	8.0	9.0	9.8	8.6	119/1738	1244/19.2	21.3	19.8	73	12.0	137	1861	KAYI-F
5. KMYZ-AF (CHR)	76/ 7.3	6.3	5.4	6.2	5.6	6.3	126/1949	1285/19.8	17.5	16.7	79	11.5	129	1447	KMYZ-A
KVOO (C)	76/ 7.3	7.2	7.4	7.2	8.6	7.3	121/1450	925/14.3	15.8	15.6	79	7.3	83	802	KVOO
7. KBEZ-F (EZ)	74/ 7.1	8.2	9.4	8.0	9.1	8.2	96/1383	1000/15.4	17.1	16.1	68	4.4	50	690	KBEZ-F
8. KVLT-F (O)	57/ 5.5	4.9	6.4	3.2	3.6	5.0	73/1289	879/13.5	12.1	10.2	155	5.5	63	616	KVLT-F
9. KRAV-F (AC)	50/ 4.8	4.2	3.7	6.1	5.1	4.7	51/775	710/10.9	9.9	11.4	137	4.1	47	716	KRAV-F
10. KVOO-F (C)	43/ 4.1	4.7	4.6	4.0	4.4	4.3	68/1184	733/11.3	10.6	9.2	100	3.4	39	690	KVOO-F
11. KQMJ-F (AC)	39/ 3.7	4.1	3.5	4.9	4.0	4.1	70/1081	688/10.6	9.2	10.2	116	2.3	26	491	KQMJ-F
12. KTFX-F (C)	34/ 3.3	2.5	4.0	4.3	3.2	3.5	69/1124	542/ 8.4	7.0	7.5	85	2.2	25	269	KTFX-F
13. KXOJ-F (REL)	19/ 1.8	1.2	1.5	----	1.2	1.1	20/308	295/ 4.5	2.6	3.0	128	1.2	14	219	KXOJ-F
14. KBLK (B)	12/ 1.1	1.8	2.3	0.9	1.2	1.5	13/165	136/ 2.1	3.1	2.5	91	2.0	23	301	KBLK
15.															

12+ FM SHARE (METRO): 78.68% (738 of 938) (SUM 88: 75.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F<	1 KRMG	1 KRMG	1 KMOD-F	1 KMOD-F>	1 KMOD-F	1 KRMG
2 KMYZ-AF>>	2 KMYZ-AF<	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KWEN-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F	2 KAYI-F	2 KWEN-F<
3 KMOD-F	3 KWEN-F	3 KMYZ-AF	3 KVLT-F	3 KVLT-F	KBEZ-F	3 KMOD-F	3 KBEZ-F	3 KAYI-F	3 KMYZ-AF>	3 KMYZ-F
4	4 KAYI-F	4 KAYI-F<	4 KRAV-F	4 KRAV-F	4 KVOO	4 KVOO	4 KVOO <	4 KBEZ-F	4 KWEN-F	KAYI-F
5	5 KRAV-F	5 KVLT-F	5 KAYI-F<	5 KAYI-F<	5	5 KAYI-F	5 KAYI-F<	5 KMYZ-AF	5 KRMG	5 KMOD-F
6	6	6 KRAV-F	6 KMYZ-AF	6 KRMG <	6	6 KBEZ-F	6 KMYZ-AF	KRMG	6	6
				7 KMYZ-AF						
				KVOO						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-AF	1 KMYZ-AF	1 KWEN-F	1 KWEN-F>	1 KWEN-F>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KMOD-F	2 KAYI-F<	KAYI-F	2 KMYZ-AF	2 KAYI-F	2 KMYZ-AF	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KWEN-F
3 KAYI-F>	3 KMOD-F	3 KMYZ-AF	3 KAYI-F	3 KVLT-F	KWEN-F	3 KMYZ-AF>	3 KRAV-F	3 KVLT-F>	3 KVLT-F>
4 KWEN-F	4 KWEN-F	KMOD-F	4 KMOD-F	4 KMYZ-AF	4 KAYI-F>>	4 KVLT-F	4 KMYZ-AF	4 KMYZ-AF	4 KRAV-F
KRAV-F	5 KRAV-F>	5 KRAV-F>	5 KRAV-F	5 KRMG	5	KRAV-F	5 KVLT-F>	KRAV-F	5 KVOO
6 KTFX-F	6 KQMJ-F	6 KVLT-F	6 KVLT-F	6 KVOO		KAYI-F	6	6	KRMG
KQMJ-F			KQMJ-F	KRAV-F					
				KMOD-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	1.0/2.6
KCFO	970	Tulsa	0.6/1.8
KCMA-F	92.1	Broken Arrow	1.0/2.9
KGTO	1050	Tulsa	0.6/1.8
KTOW-F	102.3	Sand Springs	0.4/1.1

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	,	$ 17.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	,	$ 12.00 (---)	Salem
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I,	$ 55.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN,	$ 44.00 (Eastman)	
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F,	$ 55.00 (Katz)	Narragansett
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D,	$ 39.00 (Christal)	ML/WIN
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,	$ 17.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	,	$ 68.00 (HNWH)	Clear Channel
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R,	$ 32.00 (Banner)	Shamrock-Lynett (PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	,	$ 30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	,	$ 42.00 (Republic)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,	$ 30.00 (---)	
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	,	$ 29.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	,	$ 26.00 (Eastman)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	,	$ 77.00 (Katz)	NewCity

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,077,200
MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 18.0
Market TSL: 23.50 hours

Stations: 32/28
Diaries: 2101/1465:1/48.9%
Sample Target: 2050
% Below Line: 1.6
% Not Listed: 14.0

1988 Revenue: $133,700,000
HH Inc.: $46,665
Retail $: 32.0 Bil
Pop per Station: 109,900
#1 Biller: WMAL $13,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F (EZ)	393/ 7.1	6.0	7.5	6.8	6.0	6.8	440/4812	4185/13.6	13.8	11.7	76	5.0	292	3610	WGAY-F
2. WMZQ-AF (C)	355/ 6.4	6.1	6.2	7.1	7.6	6.4	425/5085	4184/13.6	12.9	14.2	97	7.0	404	4478	WMZQ-AF
3. WPGC-F (CHR)	323/ 5.8	6.4	5.7	6.0	5.0	6.0	386/5667	4753/15.4	13.7	12.6	79	8.7	512	5913	WPGC-F
4. WMAL (MOR)	307/ 5.5	5.3	6.1	5.7	4.7	5.7	340/4626	4136/13.4	12.7	12.1	76	4.4	257	3475	WMAL
5. WAVA-F (CHR)	295/ 5.3	4.7	5.2	4.5	5.2	4.9	349/6331	5255/17.1	16.2	15.4	83	5.3	310	5490	WAVA-F
6. WCXR-F (AOR)	286/ 5.2	3.8	4.4	3.7	4.6	4.3	308/4770	4264/13.9	12.4	13.6	113	5.8	339	4964	WCXR-F
7. WRQX-F (CHR)	259/ 4.7	4.2	4.5	4.5	4.4	4.5	313/6523	5202/16.9	14.2	13.0	70	4.0	237	5417	WRQX-F
8. WKYS-F (B)	253/ 4.6	5.0	5.3	6.2	5.5	5.3	262/3895	3599/11.7	10.9	12.1	104	6.4	376	3983	WKYS-F
9. WTOP (N)	250/ 4.5	4.1	3.5	3.7	4.1	4.0	278/5624	4814/15.6	15.7	15.1	91	3.8	225	4342	WTOP
10. WHUR-F (B)	226/ 4.1	3.7	4.8	4.9	5.2	4.4	242/4040	3613/11.7	11.6	12.3	115	4.2	245	3601	WHUR-F
11. WASH-F (AC)	200/ 3.6	4.0	4.5	3.2	2.4	3.8	235/3878	3432/11.2	11.3	8.6	122	3.0	178	2362	WASH-F
12. WMMJ-F (B)	182/ 3.3	2.9	0.8	----	0.7	1.8	187/2041	1951/ 6.3	4.4	3.4	139	2.4	142	1641	WMMJ-F
13. WXTR-F (O)	170/ 3.1	3.0	3.0	3.4	3.2	3.1	208/3830	3245/10.5	9.8	10.0	148	2.6	153	3091	WXTR-F
WLTT-F (AC)	170/ 3.1	3.3	3.5	3.5	3.0	3.3	185/3223	2782/ 9.0	10.6	10.1	145	2.7	158	2441	WLTT-F
15. WGMS-AF (CL)	157/ 2.8	2.8	3.0	2.3	~~2.4~~	2.7	170/2654	2465/ 8.0	8.5	6.9	118	2.0	109	2386	WGMS-AF
WWDC-F (AOR)	157/ 2.8	3.8	4.1	4.2	5.7	3.7	211/5377	4099/13.3	14.2	15.5	86	5.1	296	5223	WWDC-F
17. WWRC (N/T)	154/ 2.8	2.5	2.1	2.3	3.8	2.4	163/2226	2060/ 6.7	6.7	7.2	64	2.2	127	1469	WWRC
18. WHFS-F (AOR)	107/ 1.9	2.2	1.8	1.6	1.4	1.9	154/2295	1625/ 5.3	5.3	3.8	89	1.9	111	1927	WHFS-F
19. WDJY-F (B)	94/ 1.7	2.3	2.5	2.4	2.5	2.2	106/2183	2012/ 6.5	7.6	7.9	76	2.1	123	2226	WDJY-F
20. WYCB (REL)	86/ 1.5	1.3	1.5	1.2	1.0	1.4	87/876	868/ 2.8	2.6	2.8	67	1.5	87	1000	WYCB
21. WJFK-F (AOR)	85/ 1.5	1.4	0.9	1.3	2.4	1.3	90/2094	1965/ 6.4	5.8	7.2	140	2.2	127	2120	WJFK-F
22. WOL (B)	69/ 1.2	2.0	1.9	1.6	2.4	1.7	69/1071	1035/ 3.4	2.8	3.9	133	1.1	64	778	WOL
23.															
24.															
25.															

12+ FM SHARE (METRO): 79.22% (3779 of 4770) (SUM 88: 79.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQX-F	1 WCXR-F	1 WCXR-F	1 WCXR-F	1 WMZQ-AF<	1 WGAY-F	1 WMAL	1 WGAY-F	1 WGAY-F	1 WTOP	1 WKYS-F>>
2 WPGC-F	2 WPGC-F	2 WPGC-F	2 WMZQ-AF	2 WCXR-F	2 WMAL	2 WMZQ-AF	2 WPGC-F<	2 WMZQ-AF	2 WKYS-F	2 WWRC >>
3 WAVA-F	3 WAVA-F	3 WAVA-F	3 WKYS-F<	3 WGAY-F	3 WMZQ-AF	WAVA-F	3 WMZQ-AF	3 WPGC-F	3 WRQX-F	3 WTOP >>
4	4 WYKS-F	4 WKYS-F	4 WXTR-F	4 WKYS-F<	4 WTOP	4 WTOP	4 WCXR-F	4 WCXR-F<	4 WPGG-F<	4 WMAL
5	5 WLTT-F	5 WMZQ-AF	WPGC-F	5 WHUR-F<	5 WWRC	5 WGAY-F	5 WAVA-F	5 WMAL	5 WHUR-F<	5 WMZQ-F>>
6	WRQX-F	6 WHUR-F<	WLTT-F<	6 WXTR-F	6 WGMS-AF	6 WCXR-F	6 WRQX-F	6 WAVA-F	6 WMZQ-AF<	6 WGAY-F
7	7 WASH-F	7 WRQX-F	7 WHUR-F<	WPGC-F	7 WHUR-F	7 WPGC-F<	7 WLTT-F	7 WRQX-F	7 WGAY-F	7 WPGC-F
8	8 WKYS-F	WMMJ-F	8 WMMJ-F	WMMJ-F<	8 WXTR-F	8 WKYS-F	WASH-F	8	8 WWRC	8 WCXR-F
9	9	WASH-F	WAVA-F	9 WLTT-F<	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F	1 WPGC-F	1 WCXR-F<	1 WPGC-F<	1 WGAY-F
WAVA-F	2 WCXR-F<	2 WPGC-F	2 WASH-F	2 WASH-F
3 WASH-F	3 WAVA-F	3 WLTT-F	3 WKYS-F	3 WMZQ-AF<
4 WRQX-F	4 WKYS-F<	4 WKYS-F	WAVA-F<	4 WKYS-F<
5 WKYS-F	5 WASH-F	5 WAVA-F<	5 WCXR-F	5 WMMJ-F<
WCXR-F	6 WRQX-F	6 WASH-F<	6 WRQX-F	6 WCXR-F<
7 WHFS-F>	7 WLTT-F	7 WMMJ-F<	7 WMMJ-F	7 WPGC-F<
8 WHUR-F	8 WHUR-F	8 WHUR-F	8 WXTR-F	8 WMAL
9 WWDC-F	9	9 WRQX-F	9	9 WXTR-F<
10	10	10	10	10 WLTT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDC-F	1 WCXR-F	1 WCXR-F	1 WCXR-F>	1 WMZQ-AF<
2 WPGC-F	2 WAVA-F	2 WAVA-F	2 WPGC-F<	2 WCXR-F
3 WCXR-F	3 WPGC-F	3 WKYS-F	3 WMZQ-AF<	3 WTOP <
4 WAVA-F>	4 WWDC-F	4 WJFK-F	4 WAVA-F	4 WHUR-F
5 WRQX-F	5 WKYS-F>	5 WPGC-F	5 WWDC-F<	5 WXTR-F<
WKYS-F	6 WJFK-F	6 WLTT-F	6 WKYS-F<	6 WLTT-F
7 WDJY-F	7 WMMJ-F<	7 WMMJ-F	7 WHUR-F	WKYS-F
8 WHFS-F	8 WMZQ-AF	8 WXTR-F<	8	WGAY-F
9 WIYY-F	9	9 WWDC-F	9	WAVA-F
10	10	10	10	10

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria/Wsht	0.4/1.5
WFAX	1220	Falls Church	0.3/0.5
WFMD	930	Frederick	0.6/0.8
WWDC	1260	Washington	0.5/2.0
WARX-F	106.9	Hagerstown/Frdr	0.3/0.6
WFSI-F	107.9	Annapolis	0.4/1.3
WIYY-F	97.9	Baltimore	0.5/2.2
WPOC-F	93.1	Baltimore	0.3/1.0

AM STATIONS

WCPT	730	5 KW/20 KW (DA-1)	BLACK	SMN	$ N/A	(Mc-Guild)	Legacy
WDCT	1310	5 KW/500 W (DA-2)	RELIGION	CBN	$ 32.00	(---)	Marsh
WFAX	1220	5 KW (DAYS)	RELIGION		$ 20.00	(---)	
WMAL	630	5 KW (DA-2)	MOR	ABC I	$ 211.00	(Katz)	Cap Cities/ABC
WMDO	1540	5 KW (DAYS)	HISPANIC		$ 40.00	(Lotus)	
WOL	1450	1 KW	BLACK	NBN	$ 49.00	(K & P)	
WTOP	1500	50 KW (DA-2)	NEWS	CBS, MBS	$ 180.00	(HNWH)	Chase
WWDC	1260	5 KW (DA-2)	NOSTALGIA	TRNSTR	$ 46.00	(Christal)	
WWRC	980	5 KW (DA-N)	TALK	NBC, MBS	$ 70.00	(MMR)	Greater Media
WYCB	1340	1 KW	GOSPEL	SBN	$ 40.00	(---)	

FM STATIONS

WASH	97.1	22 KW @ 690	AC	TRNSTR	$ 105.00	(HNWH)	Chase
WAVA	105.1	50 KW @ 500	CHR		$ 160.00	(HNWH)	Emmis
WCXR	105.9	28 KW @ 650	CLASSIC AOR		$ 150.00	(Mc-Guild)	TA/Shaw
WDJY	100.3	40 KW @ 323	BLACK	APR	$ 80.00	(Mc-Guild)	United
WGAY	99.5	21 KW @ 780	BTFL/EZ		$ 210.00	(MMR)	Greater Media
WGMS	103.5	47 KW @ 510	CLASSICAL	MBS	$ 145.00	(Republic)	Verstandig
WHFS	99.1	47 KW @ 390	AOR	APR	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)
WHUR	96.3	24 KW @ 669	BLACK		$ 117.00	(Durpetti)	Howard University
WJFK	106.7	23 KW @ 731	CLASSIC AOR	ABC R	$ 80.00	(Torbet)	Infinity
WKYS	93.9	50 KW @ 485	BLACK		$ 190.00	(Eastman)	Albimar
WLTT	94.7	21 KW @ 780	AC		$ 173.00	(CBS)	CBS
WMMJ	102.3	3 KW @ 171	BLACK OLDIES	ABC E, MBS	$ 60.00	(K & P)	
WMZQ	98.7	50 KW @ 490	COUNTRY		$ 250.00	(Christal)	Viacom
WPGC	95.5	50 KW @ 500	CHR/URBAN		$ 155.00	(Banner)	Cook Inlet
WRQX	107.3	50 KW @ 410	CHR	ABC C	$ 120.00	(Katz)	Cap Cities/ABC
WWDC	101.1	22 KW @ 760	AOR	US 1	$ 200.00	(Christal)	
WXTR	104.1	50 KW @ 500	OLDIES		$ 115.00	(Mc-Guild)	Ragan Henry (WALDORF,MD)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/723,700
MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 35/16
Diaries: 966/749:1/46.9%
Sample Target: 940
% Below Line: 29.6
% Not Listed: 12.4

1988 Revenue: $20,700,000
HH Inc.: $36,567
Retail $: 7.3 Bil
Pop per Station: 45,231
#1 Biller: WRMF-F $5,500,000

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	242/18.7	17.5	18.0	16.7	12.4	17.7	331/2979	1878/25.9	27.4	22.7	27	9.2	102	1375	WEAT-AF
2. WRMF-F (AC)	109/ 8.4	11.5	7.2	8.8	8.8	9.0	147/1832	1124/15.5	20.2	17.8	186	9.3	111	1194	WRMF-F
3. WJNO (N/T)	90/ 6.9	5.0	5.9	6.9	9.5	6.2	103/1198	949/13.1	12.7	14.8	41	8.1	96	1087	WJNO
4. WIRK-F (C)	69/ 5.3	5.4	5.6	5.3	5.0	5.4	82/896	710/ 9.8	9.9	9.2	130	8.3	99	758	WIRK-F
5. WHQT-F (B)	61/ 4.7	4.5	6.0	4.0	2.3	4.8	187/1813	656/ 9.1	8.8	7.6	72	7.2	86	831	WHQT-F
6. WOVV-F (CHR)	47/ 3.6	3.9	3.3	3.5	3.4	3.6	129/1476	765/10.6	10.0	12.3	78	5.7	68	837	WOVV-F
7. WKGR-F (AOR)	40/ 3.1	1.7	2.8	2.5	4.0	2.5	115/1165	607/ 8.4	7.3	9.5	165	3.9	46	649	WKGR-F
8. WHYI-F (CHR)	35/ 2.7	2.2	2.9	3.4	3.1	2.8	133/2352	699/ 9.7	9.9	12.7	78	2.7	32	872	WHYI-F
9. WSHE-F (AOR)	32/ 2.5	2.0	2.0	2.6	2.3	2.3	125/1904	485/ 6.7	7.6	7.9	120	4.8	57	903	WSHE-F
10. WMXJ-F (AC)	31/ 2.4	2.3	3.1	4.0	2.5	3.0	128/2034	508/ 7.0	6.3	8.2	179	2.9	34	432	WMXJ-F
11. WYFX (B)	29/ 2.2	0.8	----	1.2	1.3	1.1	31/345	267/ 3.7	2.8	3.9	186	1.2	14	338	WYFX
WNGS-F (AC)	29/ 2.2	2.4	2.8	4.4	2.8	3.0	38/542	458/ 6.3	6.8	7.2	155	2.9	34	558	WNGS-F
WMXQ-F (AC)	29/ 2.2	1.5	2.8	1.6	5.0	2.0	37/633	486/ 6.7	4.3	7.7	177	1.2	14	229	WMXQ-F
14. WIOD (N/T)	27/ 2.1	2.0	1.8	1.6	1.8	1.9	166/2009	296/ 4.1	5.6	4.7	100	1.2	14	239	WIOD
15. WPOM (B)	24/ 1.8	2.1	1.2	2.3	1.8	1.8	25/309	297/ 4.1	4.9	4.3	111	2.0	24	484	WPOM
16. WKIS-F (C)	23/ 1.8	1.5	2.5	1.7	1.7	1.9	144/1907	422/ 5.8	4.5	4.3	178	1.5	18	396	WKIS-F
17.															

12+ FM SHARE (METRO): 78.03% (888 of 1138) (SUM 88: 75.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>	1 WEAT-F>>
2 WOVV-F>	2 WKGR-F	2 WIRK-F	2 WIRK-F	2 WIRK-F	2 WJNO >	2 WRMF-F	2 WRMF-F>	2 WRMF-F	2 WHQT-F>	2 WJNO >>
3 WHYI-F	3 WOVV-F	3 WKGR-F	3 WKGR-F	3 WKGR-F<	3 WIRK-F<	3 WJNO >	3 WJNO	3 WJNO	3 WOVV-F	3 WIRK-F>
4	WIRK-F	4 WHQT-F	4 WMXJ-F	4 WEAT-AF<	4 WRMF-F	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WSBR <	4 WRMF-F
5	5 WHQT-F	5 WOVV-F	5	5 WMXJ-F	5	5	5 WHQT-F	5 WHQT-F	5 WJNO	WPOM
6	6	6 WYFX	6	6	6	6	6	6	6 WRMF-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRMF-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WIRK-F	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WRMF-F
2 WHQT-F	2 WOVV-F	2 WKIS-F	2 WOVV-F	2 WEAT-AF	2 WSHE-F	2 WKGR-F	2 WKGR-F>	2 WIRK-F	2 WIRK-F
3 WOVV-F	3 WHQT-F	3 WOVV-F	3 WHQT-F	3 WOVV-F	3 WOVV-F>	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WJNO >
4 WHYI-F	4 WKGR-F	4 WLVE-F	4 WIRK-F	WNGS-F	4 WMXQ-F	4 WSHE-F	4 WZTA-F	4 WSHE-F	4 WMXJ-F
WKGR-F	5 WNGS-F	WMXQ-F	5 WYFX	WIRK-F	5 WPOM	5	WSHE-F	5 WMXQ-F	5 WSHE-F
6 WNGS-F>>	6	6	6	6	WKGR-F>	6	6 WMXQ-F	6 WMXJ-F	6

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Bch/W.P.	0.5/1.9
WPBG	1290	West Palm BEach	0.6/1.4
WPBR	1340	Palm Beach	0.7/3.4
WSBR	740	Boca Rtn/WPlmBc	1.0/3.2
WSWN	900	Belle Glade	0.8/2.3
WAXY-F	105.9	Ft. Lauderdale	0.8/3.6
WGTR-F	97.3	Miami	1.0/4.4
WJQY-F	106.7	Ft. Lauderdale	1.1/2.4
WLVE-F	93.9	Miami Beach	1.6/5.8
WLYF-F	101.5	Miami	1.5/4.5
WNWS	790	South Miami	0.8/2.3
WPOW-F	96.5	Miami/Ft Ldrdle	1.5/4.4
WQAM	560	Miami/Ft.Ldrdle	0.3/1.0
WQBA-F	107.5	Miami	1.3/1.8

WRBD	1470	Pompano Beach	0.3/0.7
WTMI-F	93.1	Miami/Ft. Lauderdale	1.3/3.1
WXDJ-F	95.7	Homestead/Miami	0.4/1.1
WZTA-F	94.9	Miami Beach	1.5/5.6

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), NOSTALGIA	CBS, $ 14.00 (---)		
WJNO, 1230, 1 KW, NEWS/TALK	CBS, ABC E, $ 54.00 (Banner)	Fairbanks	
WPBR, 1340, 1 KW, TALK	CNN, MBS, $ 23.00 (Eastman)		
WPOM, 1600, 1 KW (DA-1), BLACK	ABC D, $ 27.00 (Republic)		
WYFX, 1040, 10 KW/1 KW (DA-2), BLACK	SBN, $ 16.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ	, $ 79.00 (Katz)	Taylor	
WIRK-F, 107.9, 100 KW @ 350, COUNTRY	ABC E, $ 59.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1420, AOR	UPI, $ 43.00 (HNWH)		(FORT PIERCE)
WMXQ-F, 94.3, 3 KW @ 300, AC	NBC, $ 35.00 (Republic)	Lappin	
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC	, $ 32.00 (Eastman)		
WOVV-F, 95.5, 100 KW @ 1000, CHR	SOURCE, $ 44.00 (Mc-Guild)		(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC	, $ 105.00 (Banner)	Fairbanks	

OTHER RANKED STATIONS -- See Miami

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/624,000

MSA Rank/Pop: 69/727,800
ADI # 51
Average Person Ratings: 18.4
Market TSL: 25.00 hours

Stations: 37/26
Diaries: 937/666:1/54.9%
Sample Target: 1000
% Below Line: 8.6
% Not Listed: 13.5

1988 Revenue: $14,500,000
HH Inc.: $27,627
Retail $: 4.6 Bil
Pop per Station: 24,000
#1 Biller: WKRZ-AF $2,400,000

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	172/14.9	13.3	13.8	13.0	14.7	13.8	193/2365	2082/33.4	32.6	32.6	105	18.5	183	2426	WKRZ-F
2. WARM	(MOR)	87/ 7.6	5.8	5.5	6.8	7.2	6.4	99/1336	1162/18.6	17.3	16.1	70	5.3	52	797	WARM
3. WNAK	(BB)	84/ 7.3	8.7	7.0	5.0	4.9	7.0	84/579	553/ 8.9	9.5	8.9	32	2.4	24	302	WNAK
4. WEZX-F	(AOR)	70/ 6.1	7.1	6.4	8.9	9.0	7.1	74/825	746/12.0	14.7	14.9	152	13.2	130	1393	WEZX-F
5. WTLQ-F	(CHR)	53/ 4.6	3.3	4.4	3.5	5.0	4.0	53/783	774/12.4	14.0	14.3	96	5.9	58	1070	WTLQ-F
6. WWSH-F	(EZ)	46/ 4.0	5.4	5.3	4.8	5.2	4.9	60/848	597/ 9.6	12.3	9.9	52	4.0	40	442	WWSH-F
WEJL	(BB)	46/ 4.0	2.8	2.2	1.8	2.8	2.7	49/538	491/ 7.9	7.2	6.8	63	1.7	17	229	WEJL
8. WMGS-F	(AC)	40/ 3.5	5.4	5.4	5.0	4.5	4.8	45/843	727/11.7	14.8	11.8	114	3.5	35	535	WMGS-F
9. WSGD-F	(O)	39/ 3.4	2.7	3.0	2.9	1.3	3.0	50/708	515/ 8.3	6.5	2.7	182	3.6	36	324	WSGD-F
10. WHLM-F	(AC)	30/ 2.6	1.8	2.8	3.1	1.8	2.6	61/784	439/ 7.0	6.4	4.2	135	2.5	25	266	WHLM-F
WGBI-F	(AC)	30/ 2.6	2.9	3.8	5.1	4.8	3.6	41/772	583/ 9.3	9.5	13.2	123	2.4	24	338	WGBI-F
12. WDLS-F	(?)	25/ 2.2	----	----	----	----	0.6	25/224	210/ 3.4	0.0	0.0	150				WDLS-F
13. WVPO	(?)	23/ 2.0	----	1.2	0.4	----	0.9	23/142	142/ 2.3	0.0	0.0	70	0.5	5	122	WVPO
WEAY-F	(O)	23/ 2.0	2.2	1.7	0.6	1.7	1.6	23/279	272/ 4.4	6.6	4.5	130	2.6	26	383	WEAY-F
15. WSBG-F	(CHR)	21/ 1.8	1.2	1.6	1.1	1.6	1.4	21/309	309/ 5.0	4.1	3.6	156	1.0	10	229	WSBG-F

12+ FM SHARE (METRO): 67.67% (674 of 996) (SUM 88: 66.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F
2 WTLQ-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM	2 WARM >	2 WEZX-F	2 WNAK <	2 WARM	2 WARM
3	3 WTLQ-F>	3 WTLQ-F	3 WSGD-F>	3 WSGD-F	3 WKRZ-F>	3 WEZX-F	3 WEJL	3 WARM <	3 WEZX-F	3 WEZX-F
4	4 WMGS-F	4 WSGD-F	4 WTLQ-F	4 WARM	4 WWSH-F<	4 WNAK	4 WARM <	4 WEZX-F	4 WWSH-F	4 WWSH-F>
5	5 WSGD-F WGBI-F	5	5 WMGS-F	5 WTLQ-F	5 WEJL	5	5 WNAK	5 WTLQ-F	5 WTLQ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F<	1 WEZX-F>>	1 WKRZ-F	1 WEZX-F<
2 WTLQ-F>	2 WTLQ-F	2 WEZX-F>	2 WMGS-F<	2 WMGS-F<	2 WEZX-F	2 WEZX-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WKRZ-F>
3 WQQQ-F	WEZX-F>	3 WTLQ-F	3 WTLQ-F	3 WARM	3 WTLQ-F>>	3	3 WSGD-F>	3 WSGD-F	3 WSGD-F>
WMGS-F	4 WMGS-F	4 WMGS-F>	WEZX-F	4 WEZX-F	4	4	4 WHLM-F	4 WTLQ-F	4 WARM
WEZX-F>	5	5	5	5 WTLQ-F		5	5	5	5 WTLQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARD	1550	Pittston	1.3/4.8
WAZL	1490	Hazleton	0.3/1.5
WBAX	1240	Wilkes-Barre	1.1/3.8
WBNE-F	95.9	Benton	0.6/1.4
WCDL	1440	Carbondale	0.4/1.5
WEMR	1460	Tunkhannock	0.6/1.2
WGBI	910	Scranton/Wl.Br.	1.3/5.4
WICK	1400	Scranton	1.0/3.4
WILK	980	Wilkes-Barre/Sc	1.0/5.4
WQEQ-F	103.1	Freeland/Hzlton	0.7/2.5
WWDL-F	104.9	Scranton	1.0/4.4

WEAZ	560	Philadelphia	
WEAZ-F	101.1	Philadelphia	0.8/0.9
WFMZ-F	100.7	Allentown	1.5/2.5
WILQ-F	105.1	Williamsport	1.2/2.3
WKSB-F	102.7	Williamsport	0.5/2.3
WLEV-F	96.1	Easton	0.6/2.4
WPDH-F	101.5	Poughkeepsie	0.3/1.5
WQQQ-F	99.9	Easton/Allentow	1.0/3.5
WRKZ-F	92.5	Philadelphia	0.4/1.6
WXTU-F	92.5	Philadelphia	0.9/1.8
WYSP-F	94.1	Philadelphia	0.4/1.6
WZZO-F	95.1	Bethlehem	0.9/2.7

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR, ABC T,	$ 12.00	(Savalli)		
WARM, 590, 5 KW (DA-2)	, MOR	NBC,	$ 45.00	(Mc-Guild)	Susquehanna	
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,	$ 16.00	(---)		
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC I,	$ 20.00	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,	$ 14.00	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC D,	$ [illegible]	(Roslin)		
WILK, 980, 5 KW/1 KW (DA-2)	, TALK	ABC E, MBS,	$ [illegible].00	(Mc-Guild)	Keymarket	
WNAK, 730, 1 KW/38 W (DA-1)	, NOSTALGIA	NBC,	$ 27.00	(K & P)		
WEAY-F, 92.1, .9 KW @ 552	, OLDIES	CNN,	$ 16.00	(---)		
WEZX-F, 107.1, 190 W @ 1270	, AOR	ABC R,	$ 37.00	(Christal)	Shamrock-Lynett	
WGBI-F, 101.3, 7 KW @ 1110	, AC	RADRAD,	$ 27.00	(Torbet)		
WHLM-F, 106.5, 37 KW @ 597	, AC	US 2,	$ 18.00	(Banner)		(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172	, CHR	,	$ 60.00	(Katz)	Keymarket	
WMGS-F, 92.9, 9 KW @ 1060	, AC	,	$ 40.00	(Mc-Guild)	Susquehanna	
WSGD-F, 94.3, .3 KW @ 770	, OLDIES	,	$ 18.00	(Republic)		(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660	, BTFL/EZ	,	$ 23.00	(Katz)		(HAZLETON)
WTLQ-F, 102.3, 3 KW @ 71	, CHR	ABC C,	$ 22.00	(Mc-Guild)		

YORK

Arbitron Rank/Pop (12+): 102/334,700
Stations: 29/10
1988 Revenue: $11,700,000
Diaries: 800/418:1/61.3%
HH Inc.: $31,680
MSA Rank/Pop: 114/404,100
Sample Target: 730
Retail $: 2.3 Bil
ADI # 46
% Below Line: 37.1
Pop per Station: 33,470
Average Person Ratings: 17.5
% Not Listed: 11.2
#1 Biller: NA $0
Market TSL: 23.00 hours

12+ METRO	1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F (CHR)	75/12.8	12.8	8.8	12.1	9.2	11.6	94/1598	955/28.5	27.1	20.7	95	12.5	74	830	WYCR-F
2. WSBA (MOR)	57/ 9.7	5.6	8.4	6.4	7.7	7.5	59/811	680/20.3	14.9	19.2	68	10.3	61	664	WSBA
3. WRKZ-F (C)	54/ 9.2	7.8	11.1	9.2	8.5	9.3	182/1973	576/17.2	17.4	16.1	145	7.8	46	472	WRKZ-F
WARM-F (AC)	54/ 9.2	10.4	12.1	8.7	10.4	10.1	120/1541	779/23.3	21.9	20.2	138	7.4	44	469	WARM-F
5. WNCE-F (EZ)	44/ 7.5	8.7	9.6	7.6	6.4	8.4	179/1629	418/12.5	15.5	13.1	68	2.7	16	222	WNCE-F
6. WGTY-F (C)	41/ 7.0	5.6	5.4	3.2	4.7	5.3	56/568	449/13.4	13.1	8.0	113	6.9	41	420	WGTY-F
7. WQXA-F (CHR)	31/ 5.3	6.5	6.3	6.4	13.2	6.1	86/1796	683/20.4	22.2	25.6	79	6.9	41	561	WQXA-F
8. WGRX-F (AOR)	21/ 3.6	5.1	6.2	5.5	4.5	5.1	33/529	274/ 8.2	13.1	8.8	133	7.6	45	453	WGRX-F
9. WHTF-F (AOR)	17/ 2.9	3.1	2.0	2.8	4.5	2.7	64/1168	291/ 8.7	10.2	9.6	52	5.1	30	261	WHTF-F
10. WPOC-F (C)	13/ 2.2	1.2	1.2	1.8	1.7	1.6	13/189	152/ 4.5	3.8	4.2	136	1.5	9	100	WPOC-F
11. WTPA-F (AOR)	12/ 2.0	1.6	1.2	2.5	1.1	1.8	73/1085	176/ 5.3	5.1	4.3	105	4.2	25	277	WTPA-F
12. WNNK-F (CHR)	11/ 1.9	2.0	1.5	3.2	2.1	2.2	157/2180	237/ 7.1	7.6	7.4	79	2.4	14	216	WNNK-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.38% (424 of 521) (SUM 88: 81.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WYCR-F	1 WRKZ-F<	1 WSBA	1 WSBA >	1 WYCR-F	1 WYCR-F>	1 WYCR-F>	1 WGTY-F
2 WQXA-F>>	2 WARM-F	2 WARM-F	WARM-F<	2 WARM-F<	2 WRKZ-F	2 WRKZ-F<	2 WARM-F<	2 WARM-F	2 WSBA >>	2 WRKZ-F
3	3 WQXA-F>	3 WRKZ-F>	3 WRKZ-F>>	3 WYCR-F>	3 WNCE-F	3 WYCR-F	3 WRKZ-F	3 WRKZ-F	3 WQXA-F<	3 WSBA
4	4 WHTF-F	4 WQXA-F	4 WSBA	4 WGTY-F	4 WGTY-F	4 WARM-F	4 WNCE-F	4 WSBA	4 WRKZ-F	WARM-F
5	5 WGRX-F	5 WGTY-F	WGTY-F	5 WSBA	5 WARM-F	5 WGTY-F	5 WSBA <	5 WNCE-F	WARM-F	5 WYCR-F>
6	6	6	6	6	6	6	6 WGTY-F	6 WGTY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WARM-F<	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>>	1 WYCR-F>	1 WRKZ-F
2 WQXA-F	2 WYCR-F>	2 WYCR-F>	2 WYCR-F>	2 WRKZ-F	WHTF-F>	2 WHTF-F	2 WGRX-F	2 WRKZ-F>	2 WYCR-F>
3 WARM-F	3 WQXA-F>	3 WQXA-F>	3 WRKZ-F	3 WYCR-F	3 WQXA-F>	3 WGRX-F	3 WARM-F	3 WARM-F	3 WARM-F
4 WNNK-F	4 WLAN-F	4 WRKZ-F>	4 WQXA-F>	4 WGTY-F>	4 WGTY-F>	4 WQXA-F	4 WRKZ-F	4 WGRX-F	4 WSBA
WLAN-F	5	5 WLAN-F>	5 WSBA	5 WSBA	5 WGRX-F>	WARM-F	5 WNCE-F	5 WHTF-F	WGTY-F
WIYY-F>	6	6	WGTY-F	6 WQXA-F	6	6	WIYY-F	6	6 WGRX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGET	1320	Gettysburg	0.5/4.2
WHVR	1280	Hanover	1.5/5.5
WOYK	1350	York	1.5/3.9
WXKU	1250	York	1.2/2.4
WBAL	1090	Baltimore	0.5/3.1
WCMB	1460	Harrisburg	0.7/1.4
WDAC-F	94.5	Lancaster	0.5/3.3
WFRE-F	99.9	Frederick	0.7/2.7
WHKS-F	94.9	Harrisburg	1.0/3.9
WHP	580	Harrisburg	0.9/2.5
WHP -F	97.3	Harrisburg	0.3/2.9
WIMX-F	99.3	Harrisburg	0.5/1.8
WIOV-F	105.1	Ephrata/Lancast	0.3/4.5
WIYY-F	97.9	Baltimore	1.5/1.9
WLAN-F	96.9	Lancaster	1.2/5.7
WLIF-F	101.9	Baltimore	1.0/1.3
WWMD-F	104.7	Hagerstown	1.5/2.8

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR	MBS, $	14.00 (---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR	NBC, $	N/A (HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , MOR	, $	47.00 (Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1310, AC	, $	57.00 (Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, $	17.00 (---)	(GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, $	25.00 (Banner)	
WQXA-F, 105.7, 25 KW @ 520, CHR	, $	40.00 (Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR	, $	33.00 (HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/422,000	Stations: 25/15	1988 Revenue: $11,600,000
	Diaries: 907/465:1/55.3%	HH Inc.: $31,666
MSA Rank/Pop: 97/506,100	Sample Target: 850	Retail $: 3.1 Bil
ADI # 90	% Below Line: 7.2	Pop per Station: 28,133
Average Person Ratings: 19.8	% Not Listed: 8.8	#1 Biller: WHOT-AF $2,800,000
Market TSL: 26.00 hours		

12+ METRO		1/4/SHARE	SPG 89	WIN 89	FAL 88	SUM 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	SUM 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	133/15.9	14.6	12.6	14.0	14.7	14.3	175/2244	1500/35.5	33.8	35.7	98	15.6	121	1589	WHOT-A
2. WKBN	(MOR)	85/10.2	8.0	9.0	10.6	9.0	9.4	95/983	797/18.9	17.3	19.9	53	7.5	61	737	WKBN
3. WKBN-F	(EZ)	75/ 9.0	10.6	11.3	9.5	7.8	10.1	114/1426	872/20.7	22.4	17.7	106	7.2	59	703	WKBN-F
4. WBBG-F	(O)	73/ 8.8	8.7	6.8	7.3	7.6	7.9	89/1015	793/18.8	18.5	15.2	150	7.5	61	820	WBBG-F
5. WQXK-F	(C)	69/ 8.3	10.9	7.9	9.5	8.2	9.1	127/1107	679/16.1	17.7	16.5	120	8.4	69	658	WQXK-F
6. WYFM-F	(AC)	55/ 6.6	4.9	5.9	6.6	7.2	6.0	89/1141	705/16.7	15.1	18.9	170	6.0	49	646	WYFM-F
7. WFMJ	(BB)	50/ 6.0	4.7	6.1	3.4	3.2	5.1	55/687	588/13.9	11.4	10.4	37	5.3	43	440	WFMJ
8. WNCD-F	(AOR)	47/ 5.6	5.2	7.0	5.4	9.4	5.8	48/622	609/14.4	14.1	15.9	121	9.9	81	935	WNCD-F
9. WBBW	(T)	33/ 4.0	3.9	3.6	5.2	5.3	4.2	33/501	491/11.6	13.3	14.0	30	3.2	26	359	WBBW
10. WRKU-F	(AOR)	28/ 3.4	4.5	3.5	0.8	----	3.0	56/875	431/10.2	9.3	0.0	85	6.6	54	590	WRKU-F
11. WMGZ-F	(CHR)	19/ 2.3	3.9	2.9	4.3	2.5	3.4	32/620	478/11.3	10.6	9.4	65	5.0	41	612	WMGZ-F
12. WSOM	(MOR)	17/ 2.0	0.6	----	----	----	0.6	26/239	175/ 4.1	1.9	0.0	10	0.2	2	36	WSOM
13. WGFT	(REL)	14/ 1.7	1.4	1.9	1.1	0.4	1.5	14/128	128/ 3.0	3.2	2.8	118	0.6	5	69	WGFT
14.																
15.																

12+ FM SHARE (METRO): 70.30% (535 of 761) (SUM 88: 74.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WKBN	1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF>	1 WKBN <
2 WNCD-F	2 WNCD-F	2 WBBG-F>	2 WBBG-F	2 WBBG-F	2 WKBN-F	2 WKBN >	2 WKBN-F	2 WKBN	2 WBBG-F	2 WQXK-F>
WMGZ-F	3 WBBG-F	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WQXK-F	3 WKBN-F>	WKBN	3 WQXK-F	3 WQXK-F	3 WKBN-F
4 WRKU-F	4 WYFM-F	4 WNCD-F<	4 WQXK-F	4 WQXK-F<	4 WHOT-AF	4 WYFM-F	4 WBBG-F	4 WKBN-F<	4 WKBN	4 WHOT-F
5	5 WRKU-F	5 WQXK-F	5 WKBN-F	5 WKBN-F>	5 WFMJ	5 WBBG-F	5 WYFM-F	5 WBBG-F	5 WNCD-F	5 WBBG-F
6	6	6 WKBN-F	6 WNCD-F	6	6 WBBG-F	6	6 WQXK-F	6	6 WKBN-F	6 WNCD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WHOT-AF	1 WHOT-AF	1 WBBG-F
2 WNCD-F	2 WBBG-F	2 WYFM-F	2 WBBG-F<	2 WKBN-F<	2 WRKU-F	2 WNCD-F>	2 WNCD-F>	WBBG-F	2 WHOT-AF
WBBG-F	3 WYFM-F	3 WBBG-F>	3 WQXK-F<	3 WYFM-F<	WNCD-F>	3 WBBG-F	3 WYFM-F	3 WNCD-F>	3 WYFM-F
4 WMGZ-F	4 WNCD-F	4 WKBN-F	4 WYFM-F	4 WQXK-F	4 WBBG-F	4 WYFM-F	4 WBBG-F>>	4 WYFM-F	4 WNCD-F
5 WRKU-F>	5 WRKU-F	5 WRKU-F	5 WKBN-F	WBBG-F	5 WQXK-F	5 WRKU-F	5	5 WQXK-F	5 WQXK-F
6	WKBN-F	WQXK-F	6	6	6 WPHR-F>	6	6	WKBN-F	6
	7	WNCD-F>>	7	7	7	7		7	7

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRRO	1440	Warren	0.4/2.7
WDOK-F	102.1	Cleveland	0.4/1.7
WDVE-F	102.5	Pittsburgh	0.6/2.3
WKDD-F	96.5	Akron/Canton	0.4/1.4
WMJI-F	105.7	Cleveland	0.8/3.0
WMMS-F	100.7	Cleveland	0.7/4.7
WNCX-F	98.5	Cleveland	0.6/1.6
WNIR-F	100.1	Kent/Akron	0.4/1.3
WONE-F	97.5	Akron/Cleveland	0.7/2.9
WPHR-F	107.9	Cleveland	1.2/5.7
WWWE	1100	Cleveland	1.4/4.0

RADIO STATIONS

WBBW, 1240, 1 KW (DA-1) , TALK	ABC E, ABC T, $ 24.00 (Republic)	H & D	
WFMJ, 1390, 5 KW (DA-N) , NOSTALGIA	NBC, $ 18.00 (Savalli)		
WKBN, 570, 5 KW (DA-N) , MOR	CBS, $ 36.00 (Katz)		
WBBG-F, 93.3, 50 KW @ 280, OLDIES	ABC E, $ 37.00 (Republic)	H & D	
WHOT-F, 101.1, 24 KW @ 711, CHR	, $ 65.00 (Eastman)	Myron Jones	
WKBN-F, 98.9, 5 KW @ 1370, EZ/SOFT AC	, $ 35.00 (Katz)		
WMGZ-F, 95.9, 3 KW @ 165, CHR	, $ 20.00 (K & P)		(SHAPPSVILLE, PA)
WNCD-F, 106.1, 3 KW @ 330, CLASSIC AOR	, $ N/A (Torbet)		(NILES)
WQXK-F, 105.1, 88 KW @ 430, COUNTRY	, $ 40.00 (Mc-Guild)		(SALEM)
WRKU-F, 95.1, 19 KW @ 805, AOR	, $ 20.00 (---)	Beta	(GROVE CITY, PA)
WYFM-F, 102.9, 26 KW @ 455, AC	ABC-C, $ 39.00 (Durpetti)	Regional	(SHARON, PA)